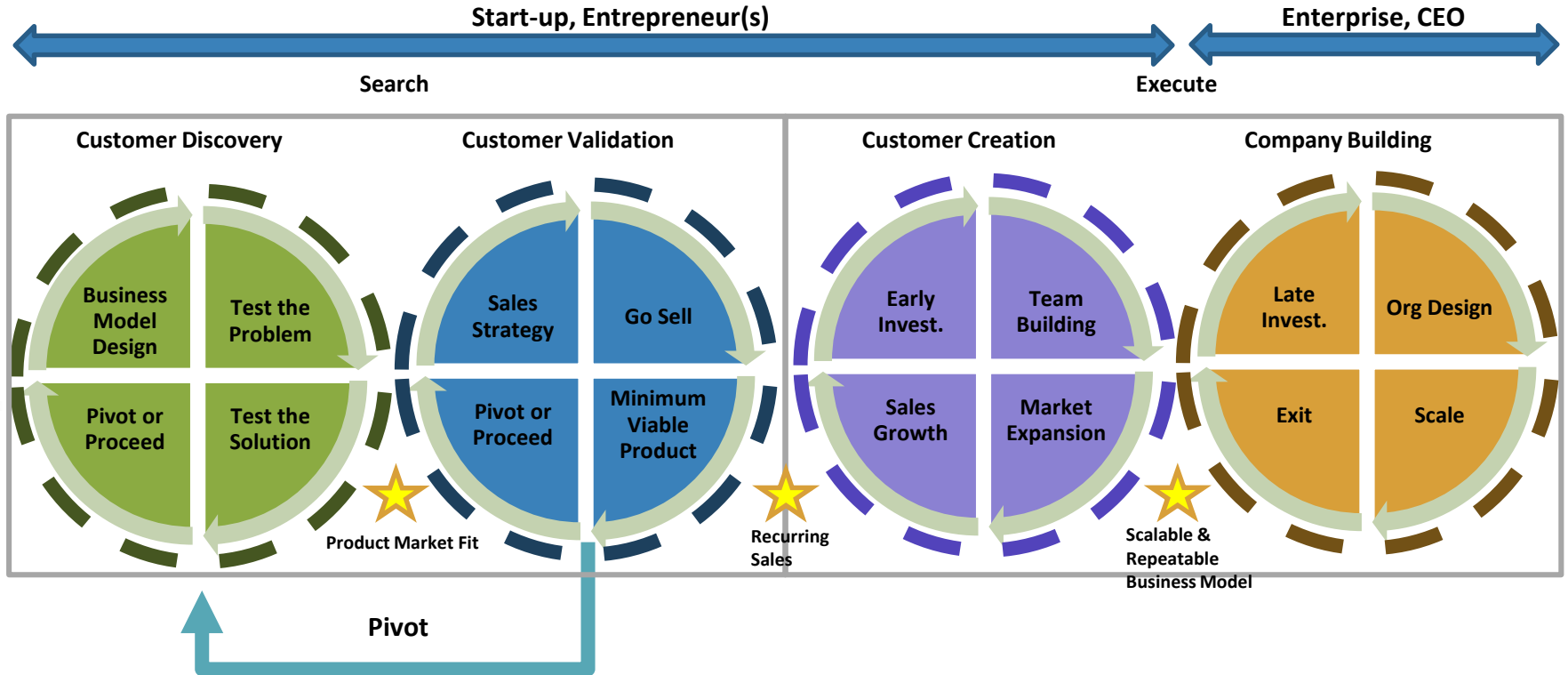


The Customer Development Process



*Customer Discovery Process rendition derived from Steve Blank's "Startup Owners Manual"