Business of Startups (Workbook)

OVERVIEW
This innovative workbook guides aspiring startup founders through the essential steps of turning an idea into a business. Written by experts from the University of Maryland's own Dingman Center for Entrepreneurship and informed by Lean Startup methodology, The Business of Startups features easy-to-follow explanations and activities that make entrepreneurship more accessible. The workbook highlights three UMD student startups and demystifies concepts such as market sizing, minimum viable product, and customer acquisition. Simple enough to follow individually, the workbook is also used in Dingman Center courses and workshops.

Available for University of Maryland students for pick-up at the Dingman Center for Entrepreneurship.

CONTACT INFO
Office of Technology Commercialization
2130 Mitchell Building
7999 Regents Dr.
University of Maryland
College Park, MD 20742
Email: otc@umd.edu
Phone: (301) 405-3947 | Fax: (301) 314-9502

Additional Information

INSTITUTION
University of Maryland, College Park

DOCKET CODE
IS-2018-130

Source URL: https://www.umventures.org/technologies/business-startups-workbook