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The Customer-Funded Business expertly argues that the best and usually shortest path to developing that killer product is by getting customers to pay for it. By following the precepts of John's book, and financing a business primarily from customers willing to be early

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Company With Your Customers Cash adopters, entrepreneurs will have a much clearer and more persuasive blueprint about how to build the business, and therefore have a far easier time raising venture capital (and incur less dilution, too)."

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In The Customer Funded Business, best-selling author John Mullins uncovers five novel approaches that scrappy and innovative 21st century entrepreneurs working in companies large and small have ingeniously adapted from their predecessors like Dell, Gates, and the Zieglers: Matchmaker models (Airbnb) Pay-in-advance models (Threadless)

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The Customer-Funded Business: Start, Finance, or Grow Your ...

The Customer-Funded Business by John Mullins, PhD.

More than two generations ago, the venture capital community – VCs, business angels, incubators and others – convinced the entrepreneurial world that writing business plans and raising venture capital constituted the twin centerpieces of entrepreneurial endeavor. They did so for good reasons: the sometimes astonishing returns they've delivered to their investors and the astonishingly large companies that their ecosystem has created.

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A startup is customer-funded when the product's value proposition resonates with future buyers who decide to commit to it because they need to have it as soon as possible. This is as good as it can...

How To Launch A Customer-Funded Startup - Forbes
This is a good way of reframing the lean/scrappy startup concept through five models of funding your business through revenues: Matchmaker (two-sided market - i.e. AirBnB), Pay-in-advance (i.e. Threadless), Subscription (i.e. Costco, TutorVista), Scarcity (Zara, flash sales, Vente Privee), Service-to-product (GoViral)

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The Customer Funded Business Start, Finance, or Grow Your ...

In The Customer Funded Business, best-selling author

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The Customer-Funded Business: Start, Finance, or Grow Your ...

The customer-funded business: start, finance, or grow your company with your customers' cash. John Mullins, Wiley Starting, growing or financing a business with your customers' cash isn't a new idea – Banana Republic, Dell Computers and Airbnb, for example.

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In The Customer-Funded Business, John Mullins identifies five novel approaches that scrappy and innovative twenty-first century entrepreneurs have ingeniously adapted from their predecessors like Dell, Gates, and the Zieglers: Matchmaker models (for example, the U.S. companies Airbnb and DogVacay)

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Michael Dell's Customer-Funded Origins These days, everybody knows that Michael Dell started Dell in 1983 in his University of Texas dorm room, selling

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In The Customer Funded Business, best-selling author

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They grew by choosing the right business model and offering a product or service that brought enough cash flow to cover operations and early-stage growth. It's the customer-funded business model. It's not new, it's just under-represented in today's startup culture. This programme updates the startup narrative.

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