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Lean Startup: Key to a Better Chance of Successful Startup

Ade Asefeso MCIPS MBA

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Have you ever thought about creating your own business startup? Perhaps you are a great programmer with an idea for the next Twitter or Facebook. Maybe you have an itch you need to scratch. Or maybe you just want to learn what it feels like to be an entrepreneur.

Go for it! This is a great time to build a startup, and there is no substitute for just doing it. If you are thinking about creating a startup, do your homework and learn about lean startup. Don't spend six months coding a product; prove that people want to buy it first.

The most important business question is whether or not people will buy your product; so instead of building it, make a webpage with a "click here to buy" button and see if you can get people to click on it. If people click the button, then you ask for their email address to let them know when the product will be ready. If nobody clicks on it, then are you not happy that you did not build the product?

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