

“Entrepreneurs fail not because they can’t build products, identify markets, market their products, or price their products properly, but because they conduct these activities in the wrong order and run out of money before they get traction.”

“Building a startup is like climbing a mountain covered in fog. Take your time to work out which mountain looks worth climbing first.”

“In my experience some of the most fatal and expensive mistakes founders make is trying to skip steps.”

## Early-stage B2B process: Picking a market, delivering an outcome

