



TECHNOLOGY

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.

To purchase a copy, please contact umventuresstore@umd.edu. Available for University of Maryland students for pick-up at the Dingman Center for Entrepreneurship.

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