



# **The New Business Road Test: What entrepreneurs and executives should do before launching a lean start-up (Financial Times Series)**

*John Mullins*

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## **ROAD TEST YOUR IDEA *BEFORE* YOU WRITE YOUR LEAN START-UP**

Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry? Are you the right person to pursue it?

No matter how talented you are or how much capital you have, if you're pursuing a fundamentally flawed opportunity then you're heading for failure.

So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working.

With an accompanying app, available on iTunes and Android, that will enable readers to easily capture their road test data - notes, interviews, photos or videos - while they are on the go.

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