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The Customer-Funded Business by John Mullins, PhD. In The Customer Funded Business, John Mullins uncovers five novel approaches innovative 21st century entrepreneurs have adapted to start, finance, and grow companies with their customers' cash. Tweet. Follow @John\_W\_Mullins. More than two generations ago, the venture capital community - VCs, business angels, incubators and others - convinced the entrepreneurial world that ...

**The Customer-Funded Business by  
John Mullins, PhD**

The Customer-Funded Business: Start, Finance, or Grow Your Company with Your Customers' Cash Kindle Edition by John Mullins (Author) Format: Kindle Edition 4.3 out of 5 stars 31 ratings

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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:

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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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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 made-to-order PCs mostly to small businesses....

## **5 Ways to Have Your Customers Fund Your Business | Inc.com**

Customer-funded models don't suit every venture. Capital-intensive projects that require manufacturing plants or other infrastructure must almost always rely on traditional financing. But as many...

## **Use Customer Cash to Finance Your Start-Up**

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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**

The Customer-Funded Business! • Five models to make your customer your VC, at least at the outset - Pay-in-advance models - Matchmaker models - Subscription models - Service-to-product models - Scarcity models

### **The Customer-Funded Business by John Mullins**

Applying for a loan can be time-consuming and take the focus away from the actual business. A safer alternative may be to grow your company without any outside funding, using one of these common customer-funded business models. Get Customers First. Create a business email account

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and put up an inexpensive website.

## **Customer-Funded Business Models: 5 Ways to Grow Without ...**

Customer Reviews are not used in the calculation of BBB Rating ... business leaders and equity partners to help raise money for growing and start up companies. ... The people at Funded.com did a ...

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Once the business starts growing, you continually reinvest a part of the revenue to support the development. This gives you a slow but steady growth rate and a business that essentially funds itself right from the start. When it comes to the management of the company, it is entirely in your hands, as you are its sole owner.

## **The Entrepreneur's Cheat Sheet for Funding a New Business**

The customer-funded business : start,

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finance, or grow your company with your customers' cash. [John W Mullins] -- Who needs investors? More than two generations ago, the venture capital community - VCs, business angels, incubators and others - convinced the entrepreneurial world that writing business plans and ...

## **The customer-funded business : start, finance, or grow ...**

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)

## **Buy The Customer-Funded Business: Start, Finance, or Grow ...**

The Customer-Funded Business | Who needs investors? More than two generations ago, the venture capital community - VCs, business angels,



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incubators and others - convinced the entrepreneurial world that writing business plans and raising venture capital constituted the twin centerpieces of entrepreneurial endeavor.

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

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.

## **London Business School Startup Success | Online ...**

From a much more agreeable and hospitable source, their customers. That's exactly what Michael Dell, Bill Gates and Banana Republic's Mel and Patricia Ziegler did to get their companies up and running and turn

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them into iconic brands. 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 ...

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customer funding - n : a business arrangement between a vendor and its customer wherein the customer agrees to provide the vendor with some level of up-front funding in advance of delivery of the product or service. The intention of such arrangements is usually to partially or wholly fund a vendor's product development.

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