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**October 21st 2016: Understanding Lean Startup:**  
**Evidenced-Based Entrepreneurship**

Lean Startup, also known as evidenced-based entrepreneurship, is the newer method for starting a business. Entrepreneurship expert Clint Day will share how this methodology compares with the traditional model of business planning for new ventures, and why lean startup doubles a business's chances for success! Clint will discuss the Business Model Canvas -BMC-, the primary tool for lean startup that is used to model a new idea for a product or service. Finally, he'll describe how an increasing number of large corporations are engaging the creativity and innovation from entrepreneurship to impro

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**Featured Guest**



**Clinton E. Day, MBA**

Clint Day serves as Entrepreneur in Residence at State College of Florida. He was a serial entrepreneur who founded three insurance entities in Florida and Georgia.

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