



Summary : The Customer-Funded Business - John Mullins: Start, Finance, or Grow Your Company With your Customers' Cash

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Complete summary of John Mullins' book: "The Customer-Funded Business: Start, Finance, or Grow Your Company With Your Customers' Cash"

This summary of ideas from of John Mullins' book "The Customer-Funded Business: Start, Finance, or Grow Your Company With Your Customers' Cash" tells you how to forget about the complicated methods of securing start-up funding. According to Mullins, the best way of getting the funding is from your future customers. If you can find enough customers who will pay for the solution that you're offering to their problem, this is the perfect way of starting a customer-funded business.

There are five different customer-funded business models:

1. Matchmaker
2. Pay-in-advance
3. Subscription
4. Security/Flash sales
5. Service-to-product

Reasons to read this summary:

- Save time
- Stop applying for startup funding and get the money from your future customers
- Find out which customer-funded business model is right for your business

To learn more, read the summary of "The Customer-Funded Business" and find out how you can secure startup funding from your customers!

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