



SQUARE ONE

an introduction to entrepreneurship from UR founders

Recommended Resources

FRAMEWORKS & TOOLS

- [Business Model Canvas from Strategyzer](#)
- [Value Proposition Canvas from Strategyzer](#)
- [Videos & Slides from Steve Blank](#)

BOOKS

- [Leadership and Self-Deception, Arbinger Institute](#)
- [Four Steps to the Epiphany, Steve Blank](#)
- [Talking to Humans, Giff Constable](#)
- [The 7 Habits of Highly Effective People, Stephen R. Covey](#)
- [Principles, Ray Dalio](#)
- [The Startup Owner's Manual, Bob Dorf & Steve Blank](#)
- [Mindset, Carol S. Dweck](#)
- [Why Startups Fail, David Feinleib](#)
- [The Hard Thing About Hard Things, Ben Horowitz](#)
- [The Art of the Start, Guy Kawasaki](#)
- [The Code of the Extraordinary Mind, Vishen Lakhiani](#)
- [Entrepreneurial Finance, J. Chris Leach & Ronald W. Melicher](#)
- [Slicing Pie, Mike Moyer](#)
- [Business Model Generation, Alexander Osterwalder & Yves Pigneur](#)
- [Testing Business Ideas, Alexander Osterwalder & David Bland](#)
- [The Lean Startup, Eric Ries](#)
- [Start With Why, Simon Sinek](#)
- [The Art of Profitability, Adrian Slywotzky](#)
- [Biodesign, Stefanos Zenios, et al.](#)