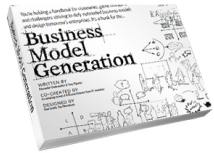


# Books You Will Need to Purchase for Business Impact Accelerator©

The Modules and Activities in Business Impact Accelerator reference key sections of the following books:

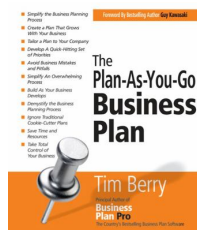


*Business Model Generation* by Alexander Osterwalder & Yves Pigneur (John Wiley & Sons, Inc.)

*Value Proposition Design* by Alex Osterwalder, Yves Pigneur, Greg Bernarda, and Alan Smith (John Wiley & Sons, Inc.)

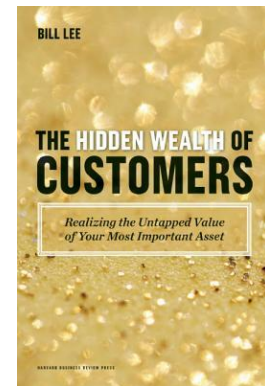


*Design a Better Business* by Patrick van der Pilj, Justin Lokitz, and Lisa Kay Solomon (John Wiley & Sons, Inc.)



*The Plan-As-You-Go Business Plan* by Tim Berry (Entrepreneur Press)

*The Hidden Wealth of Customers* by Bill Lee (Harvard Business Review Press)



You will need to purchase a copy for each member of the team who is participating in and completing Modules, Activities, and Deliverables of this online learning platform.