

Startup Weekend How To Take A Company From Concept Creation In 54 Hours Marc Nager

Tested principles for transforming an idea into a fully operational company Startup Weekend—the organization behind 54-hour events where developers, designers, marketers, and startup enthusiasts come together to share ideas, form teams, build products, and create startups—has spawned both a global initiative in entrepreneurship as well as numerous successful startups. Startup Weekend, the book, contains best practices, lessons learned, and empowering examples derived from the organization's experiences for individuals and small organizations to follow as they launch businesses. Each of the key beliefs outlined has been tested by Startup Weekend and has yielded powerful results. The principles described in each chapter will give any business idea a greater chance for success. Chapter topics include trust and empowerment, flexible organizational structures, the power of experiential education, action-based networking, and much more Describes consequences for startup development as entrepreneurs and founders begin doing much more, even faster Profiles successful Startup Weekend companies, including two powerful examples: Memolane, an application that captures a user's online life in one timeline making it easy for users to travel back in time and relive memories; and Foodspotting, a mobile and desktop app that allows users to find and share the foods they love Apply these simple actionable principles to launch your own startup revolution.

This book responds to the growing demand for a scientific approach to the concept of startups, which are a manifestation of the digital revolution and an innovation-driven economy. With a focus on digital enterprises, the author presents empirical research carried out over 4 years in collaboration with the Startup Poland Foundation, and provides a developed universal definition of a startup. This book highlights the necessity of a clear definition, in order for startups to be treated as a permanent economic phenomenon, rather than a temporary whim. Addressing the crucial need for an effective startup management methodology and more education on this form of entrepreneurship, Digital Startups in Transition Economies offers guidance for those researching entrepreneurship and innovation, as well as entrepreneurs, public institutions, startup accelerators and technology transfer centres.

The digital age has transformed business opportunities and strategies in a resolutely practical and data-driven project universe. This book is a comprehensive and analytical source on entrepreneurship and Big Data that prospective entrepreneurs must know before embarking upon an entrepreneurial journey in this present age of digital transformation. This book provides an overview of the various aspects of entrepreneurship, function, and contemporary forms. It covers a real-world understanding of how the entrepreneurial world works and the required new analytics thinking and computational skills. It also encompasses the essential elements needed when starting an entrepreneurial journey and offers inspirational case studies from key industry leaders. Ideal reading for aspiring entrepreneurs, Entrepreneurship and Big Data: The Digital Revolution is also useful to students, academicians, researchers, and practitioners.

Startup WeekendHow to Take a Company From Concept to Creation in 54 HoursJohn Wiley & Sons

An engaging guide to excelling in today's venture capital arena Beginning in 2005, Brad Feld and Jason Mendelson, managing directors at Foundry Group, wrote a long series of blog posts describing all the parts of a typical venture capital Term Sheet: a document which outlines key financial and other terms of a proposed investment. Since this time, they've seen the series used as the basis for a number of college courses, and have been thanked by thousands of people who have used the information to gain a better understanding of the venture capital field. Drawn from the past work Feld and Mendelson have written about in their blog and augmented with newer material, Venture Capital Financings puts this discipline in perspective and lays out the strategies that allow entrepreneurs to excel in their start-up companies. Page by page, this book discusses all facets of the venture capital fundraising process. Along the way, Feld and Mendelson touch on everything from how valuations are set to what externalities venture capitalists face that factor into entrepreneurs' businesses. Includes a breakdown analysis of the mechanics of a Term Sheet and the tactics needed to negotiate Details the different stages of the venture capital process, from starting a venture and seeing it through to the later stages Explores the entire venture capital ecosystem including those who invest in venture capitalist Contain standard documents that are used in these transactions Written by two highly regarded experts in the world of venture capital The venture capital arena is a complex and competitive place, but with this book as your guide, you'll discover what it takes to make your way through it.

In The Lean Startup the successful serial entrepreneur Eric Ries throws traditional thinking out of the window, and presents his radically new methodology for building a successful business. Most startups, says Ries, fail - but they fail for preventable reasons. 'Lean thinking' is the key to success, and represents the next paradigm shift in business management. Most people assume that the key to a lucrative business is expert management, a high-performance product and good customer service. But the real secret, Ries argues, is creating things that people want to buy in the first place. Startups generally fail not because of missed deadlines, faulty products or blown budgets, but because entrepreneurs are too focused on their vision, on their great new idea, and don't know what it is that their customers really want. The solution, according to Ries, is 'lean thinking' and 'validated learning'. Rather than designing an elaborate business plan and committing large amounts of financial and human resources from the start, first find out what you can about your potential customers. And rather than adopting a static, product-centric approach, test your idea on your customers: respond to their feedback, and constantly be prepared to adjust your product, as well as your business.

“When I was first starting out, I had to learn many things by trial and error, and I know I could have saved myself a lot of grief if someone had given me advice on what to do. I

hope this book will help and inspire you to pursue your passion while avoiding some of the mistakes I made.” It’s easier than ever before to launch a startup. But in a world where barriers to entry are virtually nonexistent and everyone wants to be the next Facebook, competition is fierce. If you’re just beginning and lack the money and clout to make an automatic splash, how do you differentiate yourself from all the rest? Jason Baptiste knows firsthand what it takes. After launching his first company while still in college, he cofounded his current venture, Onswipe, in his early twenties, turning it into a multimillion-dollar company in less than a year. Now, drawing on his own experience as a bootstrapping but hungry entrepreneur, as well as on examples from today’s most famous companies, he guides would-be tech moguls through every stage of the process—from testing a concept to acquiring customers to determining the best pricing model—in a cheap, practical way. Among his strategies:

- Build the product you wish you had: Foursquare founder Dennis Crowley created an early version of his product because he wanted to keep in touch with former colleagues.
- It doesn’t have to be sexy to make money: Dropbox took the world by storm by offering a great solution to a mundane problem—online storage.
- Be bold when promoting yourself: Online payment service WePay capitalized on dissatisfaction with industry leader PayPal by dumping six hundred pounds of ice in front of a developer conference.
- Attract fans to attract customers: Budget tracking site Mint.com created its initial user base by offering original and useful content about personal finance.

Baptiste shows you don’t need an MBA, a trust fund, or even experience running your own company to become a star in the tech world. The Ultralight Startup is a comprehensive, easy-to-follow guide that will prepare any entrepreneur to take his or her idea to the next level.

The Way Forward for Entrepreneurship Around the World We are in the midst of a startup revolution. The growth and proliferation of innovation-driven startup activity is profound, unprecedented, and global in scope. Today, it is understood that communities of support and knowledge-sharing go along with other resources. The importance of collaboration and a long-term commitment has gained wider acceptance. These principles are adopted in many startup communities throughout the world. And yet, much more work is needed. Startup activity is highly concentrated in large cities. Governments and other actors such as large corporations and universities are not collaborating with each other nor with entrepreneurs as well as they could. Too often, these actors try to control activity or impose their view from the top-down, rather than supporting an environment that is led from the bottom-up. We continue to see a disconnect between an entrepreneurial mindset and that of many actors who wish to engage with and support entrepreneurship. There are structural reasons for this, but we can overcome many of these obstacles with appropriate focus and sustained practice. No one tells this story better than Brad Feld and Ian Hathaway. The Startup Community Way: Evolving an Entrepreneurial Ecosystem explores what makes startup communities thrive and how to improve collaboration in these rapidly evolving, complex environments. The Startup Community Way is an explanatory guide for startup communities. Rooted in the theory of complex systems, this book establishes the systemic properties of entrepreneurial ecosystems and explains why their complex nature leads people to make predictable mistakes. As complex systems, value creation occurs in startup communities primarily through the interaction of the "parts" - the people, organizations, resources, and conditions involved - not the parts themselves. This continual process of bottom-up interactions unfolds naturally, producing value in novel and unexpected ways. Through these complex, emergent processes, the whole becomes greater and substantially different than what the parts alone could produce. Because of this, participants must take a fundamentally different approach than is common in much of our civic and professional lives. Participants must take a whole-system view, rather than simply trying to optimize their individual part. They must prioritize experimentation and learning over planning and execution. Complex systems are uncertain and unpredictable. They cannot be controlled, only guided and influenced. Each startup community is unique. Replication is enticing but impossible. The race to become "The Next Silicon Valley" is futile - even Silicon Valley couldn't recreate itself. This book: Offers practical advice for entrepreneurs, community builders, government officials, and other stakeholders who want to harness the power of entrepreneurship in their city Describes the core components of startup communities and entrepreneurial ecosystems, as well as an explanation of the differences between these two related, but distinct concepts Advances a new framework for effective startup community building based on the theory of complex systems and insights from systems thinking Includes contributions from leading entrepreneurial voices Is a must-have resource for entrepreneurs, venture capitalists, executives, business and community leaders, economic development authorities, policymakers, university officials, and anyone wishing to understand how startup communities work anywhere in the world

Entrepreneur and bestselling author of The Lean Startup, Eric Ries reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century. In The Lean Startup, Eric Ries laid out the practices of successful startups – building a minimal viable product, customer-focused and scientific testing based on a build-measure-learn method of continuous innovation, and deciding whether to persevere or pivot. In The Startup Way, he turns his attention to an entirely new group of organizations: established enterprises like iconic multinationals GE and Toyota, tech titans like Amazon and Facebook, and the next generation of Silicon Valley upstarts like Airbnb and Twilio. Drawing on his experiences over the past five years working with these organizations, as well as nonprofits, NGOs, and governments, Ries lays out a system of entrepreneurial management that leads organizations of all sizes and from every industry to sustainable growth and long-term impact. Filled with in-the-field stories, insights, and tools, The Startup Way is an essential road map for any organization navigating the uncertain waters of the century ahead.

This book takes a fresh look at how identifying and utilizing role models can benefit your business and life. Through interviews and research, the author identifies the traits, motivations, and personal styles of empowered women entrepreneurs and distills it all into a practical guide that explains how to become a savvy and successful

businesswoman.--Adapted from publisher description.

From veteran online journalist and BuzzFeed writer Doree Shafrir comes a hilarious debut novel that proves there are some dilemmas that no app can solve. "A biting and astute debut novel [with] many delights." --Lara Vapnyar, New York Times Book Review Recommended as a book to read this month by BuzzFeed, Bustle, Entertainment Weekly, Fast Company, Nylon, Town & Country and Lit Hub One of the most anticipated books of 2017--Vulture, BuzzFeed, The Millions, Nylon, PopSugar and Book Riot's "All the Books" Podcast Mack McAllister has a \$600 million dollar idea. His mindfulness app, TakeOff, is already the hottest thing in tech and he's about to launch a new and improved version that promises to bring investors running and may turn his brainchild into a \$1 billion dollar business--in startup parlance, an elusive unicorn. Katya Pasternack is hungry for a scoop that will drive traffic. An ambitious young journalist at a gossipy tech blog, Katya knows that she needs more than another PR friendly puff piece to make her the go-to byline for industry news. Sabrina Choe Blum just wants to stay afloat. The exhausted mother of two and failed creative writer is trying to escape from her credit card debt and an inattentive husband-who also happens to be Katya's boss-as she rejoins a work force that has gotten younger, hipper, and much more computer literate since she's been away. Before the ink on Mack's latest round of funding is dry, an errant text message hints that he may be working a bit too closely for comfort with a young social media manager in his office. When Mack's bad behavior collides with Katya's search for a salacious post, Sabrina gets caught in the middle as TakeOff goes viral for all the wrong reasons. As the fallout from Mack's scandal engulfs the lower Manhattan office building where all three work, it's up to Katya and Sabrina to write the story the men in their lives would prefer remain untold. An assured, observant debut from the veteran online journalist Doree Shafrir, Startup is a sharp, hugely entertaining story of youth, ambition, love, money and technology's inability to hack human nature.

With the success of SlideShare and other online presentation sites, slide presentations have become the language of business. This practical book demonstrates how you can use this visual language to make the story of your organization, brand, or initiative effective and entertaining—and how social sharing networks like SlideShare, Prezi, and Scribd can present your story to a worldwide audience. Using real-world examples from SlideShare users, Present Yourself puts marketing principles and business trends in context to help you understand how online presentations can boost your business. The final chapter provides case studies that reveal how organizations and individuals use SlideShare to meet their needs. Learn the latest trends and technologies for visual communication in business Discover how SlideShare works, and get started with your own account Use SlideShare to plan, execute, and provide follow-up for event presentations Share your wealth of content to promote trust in your company or brand Anticipate a customer's needs with knowledge-rich content about their market Collaborate with colleagues and conduct online business research Explore how presentations can help you recruit, hire, or get hired

Joblessness is the root cause of the global unrest threatening American security. Fostering entrepreneurship is the remedy. The combined weight of American diplomacy and military power cannot end unrest and extremism in the Middle East and other troubled regions of the world, Steven Koltai argues. Koltai says an alternative approach would work: investing in entrepreneurship and reaping the benefits of the jobs created through entrepreneurial startups. From 9/11 and the Arab Spring to the self-proclaimed Islamic caliphate, instability and terror breed where young people cannot find jobs. Koltai marshals evidence to show that joblessness—not religious or cultural conflict—is the root cause of the unrest that vexes American foreign policy and threatens international security. Drawing on Koltai's stint as senior adviser for Entrepreneurship in Secretary Hillary Clinton's State Department, and his thirty-year career as a successful entrepreneur and business executive, Peace through Entrepreneurship argues for the significant elevation of entrepreneurship in the service of foreign policy; not rural microfinance or mercantile trading but the scalable stuff of Silicon Valley and Sam Walton, generating the vast majority of new jobs in economies large and small. Peace through Entrepreneurship offers a nonmilitary, long-term solution at a time of disillusionment with Washington's "big development" approach to unstable and underdeveloped parts of the world—and when the new normal is fear of terrorist attacks against Western targets, beheadings in Syria, and jihad. Extremism will not be resolved by a war on terror. The answer, Koltai shows, is stimulating entrepreneurial economic opportunities for the virtually limitless supply of desperate, unemployed young men and women leading lives of endless economic frustration.

In this "wise and wickedly funny novel about love, creativity, and the limitations of the tech-verse" (Vogue) newlyweds Asha and Cyrus find themselves running one of the most popular social media platforms in the world. Meet Asha Ray. Brilliant coder and possessor of a Pi tattoo, Asha is poised to make a scientific breakthrough when she is reunited with her high school crush, Cyrus Jones. Before she knows it, Asha has abandoned her lab, exchanged vows with Cyrus, and gone to work at an exclusive tech incubator called Utopia to develop an app called WAI—"We are Infinite." WAI creates a sensation, with millions of users logging on every day. Will Cyrus and Asha's marriage survive the pressures of sudden fame, or will she become overshadowed by the man everyone is calling the new messiah? This "scathing—and hilarious—take on startup culture, marriage and workaholicism" (Politico) explores whether or not technology—with all its limits and possibilities—can disrupt modern love.

This volume brings together empirical and conceptual papers that go beyond questions of idea generation to account for the dynamics of idea development, judgement, and dissemination – processes which are at the heart of organizing for innovation.

Note from the Author Hi, my name is Dharmesh, and I'm a startup addict. And, chances are, if you're reading this, you have at least a mild obsession as well. This book is based on content from the OnStartups.com blog. The story behind how the blog got started is sort of interesting—but before I tell you that story, it'll help to understand my earlier story.

As a professional programmer, I used to work in a reasonably fun job doing what I liked to do (write code). Eventually, I got a little frustrated with it all, so at the ripe old age of 24, I started my first software company. It did pretty well. It was on the Inc. 500 list of fastest growing companies three times. It reached millions of dollars of sales and was ultimately acquired. I ran that first company for over 10 years working the typical startup hours. When I sold that company, I went back to school to get a master's degree at MIT. I've always enjoyed academics, and I figured this would be a nice "soft landing" and give me some time to figure out what I wanted to do with my life. As part of my degree requirements, I had to write a graduate thesis. I titled my thesis "On Startups: Patterns and Practices of Contemporary Software Entrepreneurs." And, as part of that thesis work, I wanted to get some feedback from some entrepreneurs. So, I figured I'd start a blog. I took the first two words of the thesis title, "On Startups," discovered that the domain name OnStartups.com was available, and was then off to the races. The blog was launched on November 5, 2005. Since then, the blog and associated community have grown quite large. Across Facebook, LinkedIn, and email subscribers, there are over 300,000 people in the OnStartups.com audience. This book is a collection of some of the best articles from over 7 years of OnStartups.com. The articles have been topically organized and edited. I hope you enjoy them.

This book reveals: * Where to find investors and the best approaches to win their support * What investors are really looking for but won't tell you * How to persuade banks, business angels, VCs and public funders * Insider tips for compiling material that satisfies investors * Little-known strategies that will boost your success

How women can "lean in" to entrepreneurship to create the life they want! Claudia Reuter left a promising corporate career to raise her two young children but realized, when re-entering the workforce, that the gap in her resume looked like a gap in ambition—not a purposeful plan. Instead of leaning into a corporate career and fighting the structures and systems designed by and for men decades ago, or leaning out and giving up income, Claudia took a different path. That decision ultimately led to success in the corporate world and at home. In *Yes, You Can Do This!* Claudia shares her own reasons for starting a business, and makes a call to action for women to consider entrepreneurship so that they can create businesses with the rules they want and change the playing field for others, making a significant impact in the world. More than a "How-to book" on building a business, Claudia provides clear examples and practical resources to help others create the life they want through entrepreneurship. In *Yes, You Can Do This!* you'll learn: How to develop and share your vision How to deal with stereotypes and unconscious bias How to leverage perceived weaknesses and turn them into strengths How to balance life at high speeds and avoid burnout How to cultivate the confidence to move from idea to creating a company with the culture and rules you want In *Yes, You Can Do This!* women are provided with an electrifying third career option: it's not just "lean in" or "lean out," but startup and change the playing field for others in the process. Praise for *Yes, You Can Do This!* "Combining compelling storytelling with practical, tactical advice, Reuter has created a manifesto for the next generation of female founders. Rooted in the research around gender and work, this is a must read for women looking to launch the next new thing." - Jennifer McFadden, Associate Director of Entrepreneurial Programs, Yale School of Management "A must-read for any woman considering taking the leap into entrepreneurship, *You Can Do This* brings together today's best thinking about women in the workplace with practical advice for creating your dream career and life - by starting a company. Whether you are just curious or ready to take the leap, this book is a great read and a valuable resource." -Anna Barber, Managing Director, Techstars "Claudia helps not just the female entrepreneur, but all entrepreneurs, find their footing in what can be an overwhelming whirlwind of starting a business. This book is not only inspiring and uplifting, but positively necessary for any woman looking to find success in the startup space! -Shira Atkins, Co-founder & CMO Wonder Media Network "Stories of entrepreneurial success exist in abundance for men who receive 97.8% of venture funding and hold 95% of CEO roles. What is most inspiring about Claudia's book, making me want to shout from the rooftop, is that it is told from the perspective of an everyday woman who pushed hard through barriers, doubts, and setbacks that any entrepreneur would face. On top of all that, she overcame obstacles that are uniquely ours as women today. Claudia is now a standout among women, but with her book in hand, women who want to build a business to scale have a blueprint and path to do so. Here's to making dreams come true!" -Coco Brown, CEO and Founder, The Athena Alliance. "As I read through the book, there were multiple points where I thought, 'Every man in any startup or fast-growing business should read this.' As a man in technology, I took away a number of new ideas, along with examples that were explained in a way that I wouldn't have been able to do prior to reading Claudia's book" -Brad Feld, Managing Director, at Foundry Group, author of *Venture Deals and Do More*

Tech entrepreneurs, make your startup dreams come true by utilizing this invaluable, founder-to-founder guide to successfully navigating all phases of the tech startup journey. With the advent of the internet, mobile computing, and now AI/Machine learning and cloud computing, the number of new startups has accelerated over the last decade across tech centers in Silicon Valley, Israel, India, and China. *From Startup to Exit* shares the knowledge that pioneering, serial entrepreneur Shirish Nadkarni has gained from over two decades of success, detailing the practical aspects of startup formation from founding, funding, management, and finding an exit. With successful tech entrepreneurs interviewed and featured throughout, *From Startup to Exit* will help you: Understand exactly what tech startups must do to succeed in all phases, from idea stage to IPO. Gain invaluable insights from the journeys of other successful tech founders that can be applied to your own situation. Learn how to raise millions of dollars of funding from angels and VCs to give your company the fuel it needs to take off and succeed.

Don't identify with the mainstream startup world? Working on a startup outside of a tech hub or in an unfashionable industry? Maybe that makes you an underdog entrepreneur. This book is for you. Startups and community organizers outside of the mainstream are being misled. This book is inspired by experience co-founding a startup accelerator and working with startups around the world. *Startup Sacrilege* includes lessons learned and solutions, especially for startups and community organizers outside of established tech hubs. It's an alternative view that challenges startup world assumptions and makes suggestions for what to do instead.

Why did so many intelligent people—from venture capitalists to Wall Street elite—fall for the hype? And how did WeWork go so wrong? In little more than a decade, Neumann transformed himself from a struggling baby clothes salesman into the charismatic, hard-partying CEO of a company worth \$47 billion-on paper. With his long hair and feel-good mantras, the six-foot-five Israeli transplant looked the part of a messianic truth teller. Investors swooned, and billions poured in. Neumann dined with the CEOs of JPMorgan and Goldman Sachs, entertaining a parade

of power brokers desperate to get a slice of what he was selling: the country's most valuable startup, a once-in-a-lifetime opportunity and a generation-defining moment. Soon, however, WeWork was burning through cash faster than Neumann could bring it in. From his private jet, sometimes clouded with marijuana smoke, he scoured the globe for more capital. Then, as WeWork readied a Hail Mary IPO, it all fell apart. .

Start strong with essential early-stage guidance from the VC perspective Startup Opportunities is the go-to guide for anyone with a great business idea. Whether it's your first business or your fifth, realistic assessment from the outset can save you a lot of time and money; why pour your heart and soul into a venture that is doomed to fail? Instead, position yourself to win from the very beginning. In this book, accomplished venture capitalists share their insight on startups and entrepreneurs: who will fail, who will succeed and why, and what you should do to give your business the very best shot at becoming a global success story. You'll learn how to evaluate your business with a critical eye, and how early customer development can be key in turning a good idea into a great opportunity. If you're serious about building a business that lasts, this book provides invaluable guidance that you really cannot miss. More than five million people will launch a business this year, and many of them will be great ideas—yet few will be around in five years, and even fewer in ten years. A great idea is not enough to build a successful business. You need to fortify your idea with the proper foundation, and a scaffolding of good planning and early action. This book shows you how. Assess your business's viability using the 10x Rule Learn when you can quit your day job—or not Take the key steps to making your business succeed Discover the opportunities worth selling everything for This expert author team has witnessed more than 30,000 pitches over two decades, and have participated in over 500 startup launches. Startup Opportunities gives you the benefit of their experience to help you start strong and stay strong.

This professional project centered around the construction and design of an app for the iPhone and iOS that would allow users to access news from a variety of sources based on their location as determined by their smartphone. In addition, users would be able to post their own content and observations of news as it happens and geolocate their posts so other users would be able to learn about what's taking place in their community. The first version of the app was developed and mocked up at a Startup Weekend in St. George shortly after the project was initiated. This weekend-long event, sponsored by Google, is designed as a three-day competition to develop a concept for a startup business and then pitch the idea to a panel of judges. After producing a mockup of the app at Startup Weekend, two of the participants continued the project in an attempt to take it from a concept to a working product. (page2)

Work is changing. Speed and flexibility are more in demand than ever before thanks to an accelerating knowledge economy and sophisticated communication networks. These changes have forced a mass rethinking of the way we coordinate, collaborate, and communicate. Instead of projects coming to established teams, teams are increasingly converging around projects. Spinuzzi offers for the first time a comprehensive framework for understanding how these new groups function and thrive. His rigorous analysis tackles both the pros and cons of this evolving workflow and is based in case studies of real all-edge adhocracies at work. His provocative results will challenge our long-held assumptions about how we should be doing work.

The real story of what it takes to risk it all and go for broke. Conventional wisdom says most startups need to be in Silicon Valley, started by young engineers around a sexy new idea, and backed by VC funding. But as Mikkel Svane reveals in Startupland, the story of founding Zendesk was anything but conventional. Founded in a Copenhagen loft by three thirty-something friends looking to break free from corporate doldrums, Zendesk Inc. is now one of the hottest enterprise software companies, still rapidly growing with customers in 150 countries. But its success was anything but predestined. With revealing stories both funny and frank, Mikkel shares how he and his friends bravely left secure jobs to start something on their own, how he almost went broke several times, how they picked up themselves and their families to travel across the world to California and the unknown, and how the three friends were miraculously still together for Zendesk's IPO and (still growing) success. Much like Zendesk's mission itself—to remove friction, barriers, and mystery in order to make customer service easier and more approachable—Startupland removes some of the myths about startups and startup founders. Mikkel's advice, hard-won through experience, often bucks conventional wisdom and entrepreneurial tropes. He shares why failure (whether fast or slow) is awful, why a seemingly boring product or idea can be the most exciting, why giving back to the community is as important as the bottom line. From how to hire right (look for people who aren't offended by swearing) to which personas generate the highest response rates, Mikkel answers the most pressing questions from the perspective of someone still in the trenches and willing to share the hard truth, warts and all. While there are books by consultants who tell you how to build businesses, or by entrepreneurs now running billion-dollar businesses, there are few books from people still in the trenches who acutely remember the difficult daily decisions, the thrill (and fears) of the early days, the problems that scale with growing a business, and the reason why they all went on the adventure in the first place. Startupland is indispensable reading for all entrepreneurs who want to make their ideas the next big thing. The book will inspire and empower you to follow your own dream and create your own story.

From Amos Schwartzfarb, serial entrepreneur and veteran Managing Director of Techstars Austin comes the elemental, essential, and effective strategy that will help any startup identify, build, and grow their customers from day 1 Most startups fail because they can't grow revenue early or quickly enough. Startup CEOs will tell you their early missteps can be attributed to not finding their product market fit early enough, or at all. Founders overspend time and money trying to find product-market fit and make false starts, follow the wrong signals, and struggle to generate enough revenue to scale and raise funding. And all the while they never really knew who their customers were, what product they really needed, and why they needed it. But it doesn't have to be this way, and founders don't need to face it alone. Through expert guidance and experienced mentorship, every startup can avoid these pitfalls. The ultimate guide for building and scaling any startup sales organization, Sell More Faster shares the proven systems, methods, and lessons from Managing Director of Techstars Austin and sales expert Amos Schwartzfarb. Hear from founders of multi-million-dollar companies and CEOs who learned firsthand with Techstars, the leading mentorship-driven startup accelerator and venture capital firm that has invested in and mentored thousands of companies, collectively representing billions of dollars in funding and market cap. Schwartzfarb, and the Techstars Worldwide Network of more than 10,000 mentors do one thing better than anyone: help startup entrepreneurs succeed. They know how to sell, how to hire people who know how to sell, and how to use sales to gain venture funding—and now you can, too. Sell More Faster delivers the critical strategies and guidance necessary to avoid and manage the hazards all startups face and beat the odds. This valuable resource delivers: A comprehensive playbook to identify product market direction and product market fit Expert advice on building a diverse sales team and how to identify, recruit, and train the kinds of team members you need Models and best practices for sales funnels, pricing, compensation, and scaling A roadmap to create a repeatable and measurable path to find product-market fit Aggregated knowledge from Techstars leaders and industry experts Sell More Faster is an indispensable guide for entrepreneurs seeking product-market fit, building their sales team, developing a growth strategy, and chasing accelerated, sustained selling success.

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 raising venture capital constituted the twin centerpieces of entrepreneurial endeavor. They did so for good reasons: the sometimes astonishing returns they've delivered to their investors and the astonishingly large companies that their ecosystem has created. But the vast majority of fast-growing companies never take any venture capital. So where does the money come from to start and grow their companies? 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 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 the Zieglers: Matchmaker models (Airbnb) Pay-in-advance models (Threadless) Subscription models (TutorVista) Scarcity models (Vente Privee) Service-to-product models (GoViral) Through the captivating stories of these and other inspiring companies from around the world, Mullins brings to life the five models and identifies the questions that angel or other investors will – and should! – ask of entrepreneurs or corporate innovators seeking to apply them. Drawing on in-depth interviews with entrepreneurs and investors who have actually put these models to use, Mullins goes on to address the key implementation issues that characterize each of the models: when to apply them, how best to apply them, and the pitfalls to watch out for. Whether you're an aspiring entrepreneur lacking the start-up capital you need, an early-stage entrepreneur trying to get your cash-starved venture into take-off mode, an intrapreneur seeking funding within an established company, or an angel investor or mentor who supports high-potential ventures, this book offers the most sure-footed path to starting, financing, or growing your venture. John Mullins is the author of *The New Business Road Test* and, with Randy Komisar, the widely acclaimed *Getting to Plan B*.

Tested principles for transforming an idea into a fully operational company *Startup Weekend*—the organization behind 54-hour events where developers, designers, marketers, and startup enthusiasts come together to share ideas, form teams, build products, and create startups—has spawned both a global initiative in entrepreneurship as well as numerous successful startups. *Startup Weekend*, the book, contains best practices, lessons learned, and empowering examples derived from the organization's experiences for individuals and small organizations to follow as they launch businesses. Each of the key beliefs outlined has been tested by *Startup Weekend* and has yielded powerful results. The principles described in each chapter will give any business idea a greater chance for success. Chapter topics include trust and empowerment, flexible organizational structures, the power of experiential education, action-based networking, and much more. Describes consequences for startup development as entrepreneurs and founders begin doing much more, even faster. Profiles successful *Startup Weekend* companies, including two powerful examples: Memolane, an application that captures a user's online life in one timeline making it easy for users to travel back in time and relive memories; and Foodspotting, a mobile and desktop app that allows users to find and share the foods they love. Apply these simple actionable principles to launch your own startup revolution.

The must – read guidebook for entrepreneurs looking to get into accelerator programs and to build and scale their startups with speed. Accelerator programs have become one of the most powerful and valuable resources for entrepreneurs seeking to learn rapidly, build powerful networks, raise capital, build their startups and do this at speed and scale. In recent years, the number of accelerator programs around the world has grown at an incredible rate, propelling startups such as AirBnB, Uber, DropBox, Reddit, and others — many to billion-dollar valuations. The number of accelerators, the differences in accelerator program offerings and the unique benefits and costs of different accelerator locations makes choosing the right accelerator a challenge. Selecting the wrong accelerator, failing to be accepted in the right one, or not fully taking advantage of all the accelerator has to offer can be costly, sometimes fatal. With the stakes so high, entrepreneurs need to understand all their options, choose carefully and do the right things to maximize their chances of success. *Startup Accelerators* is the go to guide for any entrepreneur, providing a firsthand look into the acceptance criteria and inner workings of different accelerator programs. Written by entrepreneurs for entrepreneurs, this indispensable resource explains what different accelerator programs offer, how to get accepted, what to do during the program, how to raise money during accelerators, what to do after the program ends, and much more. Packed with real-world case studies and advice from leading experts on startup accelerator programs, this one-stop resource provides step-by-step guidance on the entire accelerator process. Reveals how accelerators help founders navigate different challenges in the startup journey. Describes the differences in the benefits and costs of different accelerator programs. Explains how to prepare accelerator applications. Discloses what actions to take during an accelerator to make the most of it. Depicts case studies of entrepreneurs' accelerator applications, experiences and outcomes across different accelerators. Features interviews with accelerator program managers, founders who went through accelerators, and investors in companies going through or having gone through accelerators. Includes insightful data and reflections from entrepreneurship education researchers and academics. *Startup Accelerators: A Field Guide* will prove to be invaluable for startup founders considering or going through accelerators, as well as aspiring entrepreneurs, educators, and other startup accelerator stakeholders.

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? *The Startup Owner's Manual* guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you:

- Avoid the 9 deadly sins that destroy startups' chances for success
- Use the Customer Development method to bring your business idea to life
- Incorporate the Business Model Canvas as the organizing principle for startup hypotheses
- Identify your customers and determine how to "get, keep and grow" customers profitably
- Compute how you'll drive your startup to repeatable, scalable profits.

The *Startup Owner's Manual* was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

Have a startup idea? Want to launch it fast? People often spend years on working on startup ideas that fail—and they could have known long before, had they asked the hard questions earlier. Five-time tech founder Dave Parker has been there, and in *Trajectory: Startup* he offers a path to get you from ideation to launch and revenue in just six months. With a track record of starting companies from scratch, raising both angel and venture capital, and participating in eight exits as founder, operator, and board member, Parker's experience is practical and actionable. Having sold three of his own startups and closed two, Parker learned just as much from his failures as from his successes, and he brings this wit and wisdom into his writing in a transparent way. Parker shares advice on:

- What makes a good idea that makes money
- Recruiting and working with cofounders
- Asking customers what product they want (customer development)
- How to build a tech product even as a non-tech founder
- How to get out of your head, ship a product, and make your first sale

Trajectory: Startup removes the mystery from the startup process and outlines a roadmap of tasks and timeframes, with monthly milestones and resources. This pre-accelerator program will help you get the momentum you need. Skip the Executive MBA and go make money! This guide makes starting a company accessible to a broad range of founders, investors, and employees who have the spark of innovation and drive to follow their dreams.

Written by a practicing business attorney with startup experience in the environmental and technology sectors, this comprehensive handbook assists entrepreneurs in tackling the wide variety of opportunities to go green. A one-stop resource for entrepreneurs, it helps readers incorporate clean technology, environmental practices, and green business approaches into the work environment. The book discusses

how to sell to utilities, explores fundraising outlets for green businesses, covers government incentives, presents key startup tools aimed at green businesses, and addresses challenges of many new businesses, such as raising money and making sales. Additional resources are available on the book's website.

Outlines a revisionist approach to management while arguing against common perceptions about the inevitability of startup failures, explaining the importance of providing genuinely needed products and services as well as organizing a business that can adapt to continuous customer feedback.

FORBES #1 CAREER BOOK TO READ IN 2018 The larger-than-life journey of an 18-year-old college freshman who set out from his dorm room to track down Bill Gates, Lady Gaga, and dozens more of the world's most successful people to uncover how they broke through and launched their careers. The Third Door takes readers on an unprecedented adventure—from hacking Warren Buffett's shareholders meeting to chasing Larry King through a grocery store to celebrating in a nightclub with Lady Gaga—as Alex Banayan travels from icon to icon, decoding their success. After remarkable one-on-one interviews with Bill Gates, Maya Angelou, Steve Wozniak, Jane Goodall, Larry King, Jessica Alba, Pitbull, Tim Ferriss, Quincy Jones, and many more, Alex discovered the one key they have in common: they all took the Third Door. Life, business, success... it's just like a nightclub. There are always three ways in. There's the First Door: the main entrance, where ninety-nine percent of people wait in line, hoping to get in. The Second Door: the VIP entrance, where the billionaires and celebrities slip through. But what no one tells you is that there is always, always... the Third Door. It's the entrance where you have to jump out of line, run down the alley, bang on the door a hundred times, climb over the dumpster, crack open the window, sneak through the kitchen—there's always a way in. Whether it's how Bill Gates sold his first piece of software or how Steven Spielberg became the youngest studio director in Hollywood history, they all took the Third Door.

Fraser Doherty's 48-Hour-Start-Up is a handy and essential cheat sheet to starting your own business giving the key steps for developing an idea and getting it to market quickly. Almost everyone dreams of starting their own business but very few do. But what if it only had to be a decision of a weekend and it didn't cost a fortune? In the 48-Hour-Start-up, Fraser Doherty uses his experience building a multi million dollar company to attempt an experiment; starting with a blank piece of paper, he sets out to start a profitable new business over a weekend, without relying on any technical ability whatsoever. He succeeds and you can, too. By following his journey, in which Fraser shares all of his lessons and mistakes, he will explain all of the shortcuts and online tools that make it possible to: Come up with a business idea without the guesswork Create a kick-ass brand, website and on-line marketing campaign Promote your product The 48-Hour-Start Up pioneers the idea of a microbusiness, a creative outlet, income stream and business you can run in your spare time at the weekends without having to quit the day-job. This book is perfect for Young entrepreneurs Students learning about start-ups Established entrepreneurs looking for shortcuts Teams within corporates who want to create a more innovative and competitive environment"

What does it take to successfully launch and scale a startup in Asia? While much of modern business literature covers Silicon Valley and its founders, building a company in Asia—a world center of technology and innovation—is a vastly different journey, and not nearly as widely covered. This book aims to change that. Asian Founders at Work is an essential compilation of in-depth, incisive interviews with over 20 top technopreneurs from the region. Authors Ezra Ferraz and Gracy Fernandez have gathered their exclusive conversations with business leaders: Min-Liang Tan (Razer), Maria Ressa (Rappler), Chatri Sityodtong (ONE Championship), Patrick Grove (iflix), and Khailee Ng (500 Startups) are just a few. Questions about early difficulties, fundraising, business pivots, strategic partnerships, exits via acquisition or IPO, and more are answered in great detail to shine a light on the founders' unique experiences. Learn directly from game-changers in their own voice. By documenting these stories, the authors have created the largest and most comprehensive record of successes to date. Whether you are an aspiring entrepreneur yourself, a business student wanting to become well-versed in international practices, or an owner looking to expand to the area, this book provides a thorough guide to the startup culture in Asia from the most knowledgeable sources possible. What You Will Learn Gain business knowledge of practices that are localized to Asia Become familiar with essential startup topics, including product development, user acquisition, recruiting, and fundraising Study individual companies and founders, and an overview of startup culture Who This Book Is For Those in the tech ecosystem in East, Southeast, and South Asia, including aspiring founders or current founders who have started their entrepreneurial journey. This book is also for people outside of Asia who have an interest in the region. Entrepreneurs or businesspeople can refer to this book as they consider expansion into the area. Researchers and readers can pick up this book if they are curious about the business landscape of Asia and want to hear directly from game-changing founders.

The bestselling classic that launched 10,000 startups and new corporate ventures - The Four Steps to the Epiphany is one of the most influential and practical business books of all time. The Four Steps to the Epiphany launched the Lean Startup approach to new ventures. It was the first book to offer that startups are not smaller versions of large companies and that new ventures are different than existing ones. Startups search for business models while existing companies execute them. The book offers the practical and proven four-step Customer Development process for search and offers insight into what makes some startups successful and leaves others selling off their furniture. Rather than blindly execute a plan, The Four Steps helps uncover flaws in product and business plans and correct them before they become costly. Rapid iteration, customer feedback, testing your assumptions are all explained in this book. Packed with concrete examples of what to do, how to do it and when to do it, the book will leave you with new skills to organize sales, marketing and your business for success. If your organization is starting a new venture, and you're thinking how to successfully organize sales, marketing and business development you need The Four Steps to the Epiphany. Essential reading for anyone starting something new.

An essential guide to building supportive entrepreneurial communities "Startup communities" are popping up everywhere, from cities like Boulder to Boston and even in countries such as Iceland. These types of entrepreneurial ecosystems are driving innovation and small business energy. Startup Communities documents the buzz, strategy, long-term perspective, and dynamics of building communities of entrepreneurs who can feed off of each other's talent, creativity, and support. Based on more than twenty years of Boulder-based entrepreneur-turned-venture capitalist Brad Feld's experience in the field, as well as contributions from other innovative startup communities, this reliable resource skillfully explores what it takes to create an entrepreneurial community in any city, at any time. Along the way, it offers valuable insights into increasing the breadth and depth of the entrepreneurial ecosystem by multiplying connections among entrepreneurs and mentors, improving access to entrepreneurial education, and much more. Details the four critical principles needed to form a sustainable startup community Perfect for entrepreneurs and venture capitalists seeking fresh ideas and new opportunities Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than twenty years Engaging and informative, this practical guide not only shows you how startup communities work, but it also shows you how to make them work anywhere in the world.

Shake up the market with these key ingredients to a successful startup Entrepreneurship starts with an idea and a dream: a dream of a better world for others, and a life less ordinary for yourself. These days, more people than ever are full of world-changing ideas and, thanks to technology, have the means to bring them to life. But many ideas remain just ideas, and many dreams just dreams. Startup Mixology is first and foremost a book about turning your ideas into action. From the co-founder of media company Tech Cocktail, a veteran entrepreneur and investor who was named one of the most connected people in tech, this book covers the basic "ingredients" of winning entrepreneurship. No abstract theories here — it shows you how to tackle everything from idea generation to launch to marketing to funding and how to start getting things done. Once you've taken that first step, the journey has only begun. Startup Mixology tells it like it is — and it's not easy! You'll learn about the harsh reality of starting up: what happens when you offend your customers, get no attention, or run out of money. These are the stories you don't always hear in the media. In the end, Startup Mixology is an optimistic book. You can do this — and you can have fun doing it, too. Every chapter also shows you how to enjoy the journey along the way — because if you don't, what's the point of it all? From cakebaking to workations to llama parades, you'll learn how entrepreneurs around the world stay sane, reduce stress, and celebrate the positive. This may seem fluffy, but it's actually one of the biggest secrets of successful startups. Inside, you'll find the stories of companies like MakerBot, WordPress, Zappos, Basecamp, Uber, and more. Hear in their own words how they survived the startup phase, and learn from the straightforward and conversational Frank Gruber, who has met thousands of entrepreneurs and watched them grow their businesses. In many ways, entrepreneurship will be the most difficult undertaking of your career. But if you can find the right balance of hard work, support, and celebration, it can also be the most rewarding. Startup Mixology takes you through the whole process from start to finish, so you can begin the incomparable journey of turning your great ideas into great startups.

Mobile phones are widely viewed as the information and communication technology that holds the most promise for bridging global digital divides. Gendered Power and Mobile Technology uses empirical research to focus on changing intersections between technology, gender and other categories of social and cultural power difference (such as age, race, class, and ethnicity) in the use of mobile communication technologies. Asking how these intersections can inform development discourse, practice, and research, this volume seeks to rectify the lack of attention to the Global South, calling for more sensitivity to the contexts and consequences of mobile phone use. Indeed, drawing on case studies from Ecuador, Ghana, Kenya, Mexico, Peru, Tanzania, and Uganda, this book engages with the intersectionality paradigm to tease out the complexities of using mobile technologies for development purposes. Gendered Power and Mobile Technology will appeal to students and researchers interested in fields such as media studies, development studies, gender and technology, feminist technoscience, anthropology, and sociology.

[Copyright: ba0bc1cf53abb123930d380417c571d](https://www.amazon.com/dp/B00BC1CF53)