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Fred Haney

Startup Weekend Marc Nager, Clint Nelsen, Franck Nouyrigat, 2011-10-07 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.

Paul Graham: The Art of Funding a Startup (A Mixergy Interview) Andrew Warner, 2011-09-09 FROM ANDREW WARNER: I first interviewed Paul Graham after I heard something shocking from Alexis Ohanian, a founder whose company was funded by Graham's Y Combinator. Alexis came to Mixergy to tell the story of how he launched and sold Reddit. If you're a founder, you know the kind of problems that founders have, right? Figuring out what product to create, how to build it, how to get users to try it, etc. Well Alexis didn't seem to have those problems, or at least they weren't as challenging for him as they were for most of the other 600 entrepreneurs I interviewed on Mixergy. Why? Because Paul Graham helped him launch his business. How did Graham make Reddit's launch easier and more successful than other companies' founding? How did he do the same for hundreds of other startups? And, more importantly, what can you learn from his experiences to grow your business? The book you're holding has those answers. Use what you're about to learn to build your successful startup. After you do, I hope you'll let me interview you so other founders can learn from your experience, the way you're about to benefit from Graham's.

The Fundable Startup Fred Haney,2017-10-17 If you are the founder of a high-tech startup company, you know it's a daunting task, and the odds of success are slim. All founders dream of achieving a rewarding outcome like Steve Jobs or Bill Gates, but few reach such a pinnacle. In The Fundable Startup: How Disruptive Companies Attract Capital, Fred M. Haney, an experienced venture capitalist, angel investor, and company founder, explains startup strategies that will help you: Understand the thinking of investors Build a "virtual team" Create initial value in a product or prototype Recruit management that will help you raise capital The Fundable Startup contains eight personal interviews with executives and entrepreneurs that will help you raise capital The Fundable Startup contains eight personal interviews with executives and entrepreneurs that will change the way founders think about managing a startup company.

Startup Opportunities Sean Wise, Brad Feld, 2017-10-04 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.

Startup Accelerators Richard Busulwa, Naomi Birdthistle, Steve Dunn, 2020-01-22 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 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 entrepreneurs, revisiting 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 programs have accelerator applications. Discloses what actions to take during an

Managing Startups: Best Blog Posts Thomas Eisenmann, 2013-05 If you want salient advice about your startup, you've hit the jackpot with this book. Harvard Business School Professor Tom Eisenmann annually compiles the best posts from many blogs on technology startup management, primarily for the benefit of his students. This book makes his latest collection available to the broader entrepreneur community. You'll find 72 posts from successful entrepreneurs and venture capitalists, such as Fred Wilson, Steve Blank, Ash Maurya, Joel Spolsky, and Ben Yoskovitz. They

cover a wide range of topics essential to your startup's success, including: Management tasks: Engineering, product management, marketing, sales, and business development Organizational issues: Cofounder tensions, recruiting, and career planning Funding: The latest developments in capital markets that affect startups Divided into 13 areas of focus, the book's contributors explore the metrics you need to run your startup, discuss lean prototyping techniques for hardware, identify costly outsourcing mistakes, provide practical tips on user acquisition, offer branding guidelines, and explain how a choir of angel investors often will sing different parts. And that's just for starters.

99 Reasons why Startups fail Omar Mohout, Carine Lucas, 2017-07-07 Learn from the mistakes of others. You can never live long enough to make them all yourself Startup ideas inspire hundreds of thousands of entrepreneurs all over the world. On the flip side, the majority of entrepreneurial ventures fail. Have you ever wondered what the catalyst for such failure is? Startup failures are complex. Most of them are not caused by stupid or simple mistakes. So, be careful when you conclude: Startup X failed because of Y. Therefore I should avoid doing Y in my own startup. It is not that simple. Startups fail because of a combination of factors and causes, some of which are almost impossible to put a finger on. This book is aimed at identifying reasons that can lead even great ideas to complete failure. It also presents how you can make your way around them, earning everlasting growth and prosperity. ABOUT THE AUTHORS Omar Mohout is a Growth Engineer. He is an expert in building repeatable, scalable customer acquisition engines for born-on-the-web companies. Omar is an entrepreneur that turned startup advisor & mentor. Après un doctorat en informatique, Carine Lucas a travaillé plusieurs années comme consultante sur des projets d'innovation. Chez Agoria, elle conseille les entreprises sur leur stratégie digitale et leur business models.

Startup Lessons #203-#303 George Deeb,Red Rocket Ventures,2018-11-01 This is the follow up book to the best-selling books, 101 Startup Lessons—An Entrepreneur's Handbook and Startup Lessons #102-#202. These Startup Lessons #203-#303 continue the startup learnings as a comprehensive, one-stop read for entrepreneurs who want actionable insights about a wide range of startup and digital-related topics from George Deeb, a serial entrepreneur and partner at Red Rocket Ventures. The book is a startup executive's strategic playbook, with how-to lessons about business in general, sales, marketing, technology, operations, human resources, finance, fund raising and more, including many case studies herein. We have demystified and synthesized the information an entrepreneur needs to strategize, fund, develop, launch and market their businesses. Join the 1,500,000+ readers who have already benefited from these books, freely available and continuously updated on the Red Rocket Blog website.

Startup Never Fails (New Version 2) Rakesh SIDANA, 2020-01-15 India has 38815 startups and there are secrets that 100 startups become unicorns with a total valuation of \$240 billion. There are many real situations and decisions that make any startup become successful and get interest from many Investors and become funded. This book is a collection of commonly asked Ouestions asked by Startups and Entrepreneurs, 90% of startups fail. Have you ever wonder why startup get fails? Do you want to get answers to all those common guestions which come into your mind? It will be more useful if you get answers from senior entrepreneur like Rakesh Sidana who gone through all start-up life with his two startups. The guestions are regarding funding, investors, startups and entrepreneurs failure and success and many more. Have you ever wonder why startup get fails? Do you want to get answers to all those common questions which come into you mind? It will be more useful if you get answers from senior entrepreneur like Rakesh Sidana who gone through all start-up life. He built two start-ups, one funded twice. He himself gone through same journey to find the answers himself like finding co-founder, team mate and raising funding and hiring and pivoting business model and merger, acquisition. Learn from his entrepreneurial journey building from scratch to raise funds and exit. He explained his real startup experiences in this book. He is mentor and investor into startups and visit top management institutions with his passion to inspire students and who wants to be entrepreneurs. TABLE OF CONTENT What do most startup founders waste their time doing? I have a Startup Idea, how do I proceed? Which is better to do? Either do a job or start up a business with Same Knowledge? Why do 95% of businesses fail within five years? What are the correct things you did for your startup that made your startup successful? What do you want to be? A Businessman or An Entrepreneur. What's the difference? What situations should a person be ready to face while starting a startup? What are the best ways to generate good business Ideas? 9..10..11.... 20 ... more common guestions replied by the author. Read eBOOK Now! ABOUT THE AUTHOR Rakesh Sidana is an entrepreneur, mentor and author of three books. He started his entrepreneurial journey in 2004 with International Business and later known for his passion and persistence for his unique Indian business - MeriCAR - that brought "CHANGE" in the automotive industry. MeriCAR was first of its kind business to bring SMALL CAR GARAGES and MECHANICS on one platform. This venture brought him in the front for his popularity in the media to discuss the change that is going to happen in India in the automotive aftermarket sector. He has been on the advisory board for startups and mentor for entrepreneurs. He has been invited and awarded by prestigious institutions like IIM, NIT as Guest Speaker to inspire students with his achievements. He was invited and a part of PM's initiative Startup India, Standup India. HIS EVENTS ACROSS INDIA He organizes free campaign all over India by the name of Startup Never Fails. It was One-Hour-Session which he conducted in major cities like Bangalore, Mumbai and Guwahati and spread awareness about reasons and common mistakes of failures startups before writing book "Startup Never Fails" which is a collection of all questions and answers asked by entrepreneurs in his sessions and Fb-Live. HIS BOOKS AND ONLINE COURSES He is an author of a book I want to Fly, where are my Wings for startups and writes book on recent trends based on his experiences. His second book "Where #Share is like Love" is on Social Media. He is passionate about writing on behavior science. First book is motivational book for entrepreneurs with real facts about their life. To share his knowledge and experiences, he has online courses on (Udemy) on new technologies and business ideas. He actively participate building and enegaging startup communities of over 1 lac members. CAMPAIGNS & SOCIAL WORK He is also building Non-Profit group by the name of I Want to Fly Foundation for education of unprivileged kids and offers startups with professionally designed mentorship programs and BELONGINGNESS & PAST Migrated from small town to Delhi for Management course, he started his career in 1997 as internet executive. Internet was a new term for India at that time and his articles on Internet and web technologies were published in leading magazines and newspaper like The Times of India.

Business Vs Startups Rajan N,

Do More Faster Brad Feld, David G. Cohen, 2019-06-13 Refreshed, updated, and expanded. Do More Faster provides time-tested advice, tips, and experiences by founders and mentors of Techstars to help entrepreneurs succeed! David Cohen and Brad Feld, leading advocates for entrepreneurs and startups, team up to provide first-time entrepreneurs with the tools, insights, and experiences to help them do more faster. The authors share their decades of experience working with thousands of startup founders and have enlisted the advice of dozens of Techstars startup founders and mentors. Contributors include Tim Ferriss, Eric Ries, Matt Mullenweg (WordPress), Isaac Saldana (SendGrid), and other successful entrepreneurs. Co-founders of Techstars, the worldwide network that helps entrepreneurs succeed, Cohen and Feld recognize the daunting task of creating a sustainable business and have seen first-hand the common mistakes first-time entrepreneurs make over and over. The authors take the complexity and uncertainty of starting a business and distill the critical factors into seven themes: Ideas and Vision, People, Working Effectively, Product, Fundraising, Legal and Structure, and Work and Life Harmony. They share their hard-won successes, failures, and advice for anyone with an idea who wants to create a

business. Throughout the book crucial questions are raised and addressed from multiple perspectives. • How important is it to have an original idea? • How is founder conflict handled? • What are the tradeoffs between bootstrapping and financing? Make-or-break decisions like company structure, hiring, and legal consequences are presented in an easy-to-understand style. Do More Faster will elevate your thinking on a range of important topics, help you avoid costly mistakes, and provide you with a resource to consult as you go from idea to successful business. If you have the drive and desire to start a business, need to create a vibrant entrepreneurial ecosystem in your community, or want to spark greater innovation in your organization—don't go it alone. Use the advice, tips, and tactics found throughout Do More Faster to give yourself the best chance of succeeding.

The Startup Playbook Rajat Bhargava, Will Herman, 2020-06-23 Get the real guidance you need to create and build your first startup company from founders who have been there many times before. The first run printing of The Startup Playbook SOLD OUT! So, we revised, expanded, and improved this second edition, including a new foreword by Brad Feld, author of Venture Deals. We still give our personal, how-to guide for building your startup from the ground up. You'll find a collection of the major lessons and shortcuts we've learned that will shift the odds in your favor. We're sharing our tips, secrets, and advice in a frank, founder-to-founder discussion with you. We make no bones about our bias. We're on your side, the founder's side. While venture capitalists, investors, and accelerators/incubators can add great value in the startup ecosystem, this book isn't about their points of view. We'll tell you where our interests as founders diverge from those on the other side of the table—investors, bankers, advisors, board members, and others—and what to do when that happens. The Startup Playbook is not a recipe, it's not a template, it's not a list of tasks to do. It's our insider's guide to starting a company and running it successfully in those critical early months. Between us, we've started over a dozen high-tech software companies and raised over \$500 million in investment capital. We've acquired over thirty-five companies, had three of our startups go public, sold six of them, and we made billions of dollars for shareholders. We've also invested in over eighty startups, advised and mentored over two hundred companies and actively worked with venture capitalists (VCs), incubators, and accelerators to help launch many other new startups. We've had plenty of failures, too. And we've probably learned more from those than from the successes. We share those lessons as well. The Startup Playbook is full of our advice, guidance, do's, and don'ts from our years of experience as founders many times. We want to share our

Pitching Hacks: How to Pitch Startups to Investors Babak Nivi, Venture Hacks Staff, Naval Ravikant, 2009-12-22 How to raise money from VCs and angel investors. We've founded companies like Epinions; helped start companies that are backed by Sequoia, Benchmark, and Kleiner Perkins; raised \$100M or so for startups; and invested another \$20M in about 12 companies. This book summarizes some of the lessons we've learned about pitching companies to investors.

The Startup Checklist David S. Rose, 2016-04-25 25 Steps to Found and Scale a High-Growth Business The Startup Checklist is the entrepreneur's essential companion. While most entrepreneurship books focus on strategy, this invaluable guide provides the concrete steps that will get your new business off to a strong start. You'll learn the ins and outs of startup execution, management, legal issues, and practical processes throughout the launch and growth phases, and how to avoid the critical missteps that threaten the foundation of your business. Instead of simply referring you to experts, this discussion shows you exactly which experts you need, what exactly you need them to do, and which tools you will use to support them—and you'll gain enough insight to ask smart questions that help you get your money's worth. If you're ready to do big things, this book has you covered from the first business card to the eventual exit. Over two thirds of startups are built on creaky foundations, and over two thirds of startup costs go directly toward cleaning up legal and practical problems caused by an incomplete or improper start. This book helps you sidestep the messy and expensive clean up process by giving you the specific actions you need to take right from the very beginning. Understand the critical intricacies of legally incorporating and running a startup Learn which experts you need, and what exactly you need from them Make more intelligent decisions independent of your advisors Avoid the challenges that threaten to derail great young companies The typical American startup costs over \$30,000 and requires working with over two dozen professionals and service providers before it even opens for business—and the process is so complex that few founders do it correctly. Their startups errors often go unnoticed until the founder tries to seek outside capital, at which point they can cost thousands of dollars to fix. . . or even completely derail an investment. The Startup Checklist helps you avoid these problems and lay a

21 Secrets of Successful Startups Sam Wong,2019-04-01 Thousands of entrepreneurs aspire to start and build companies that disrupt markets and transform the business landscape. Most start with a novel idea, assemble a team of founders, fashion a business model, and begin the long road to raise funds. Unfortunately, 95% of startups fail or dramatically miss expectations. However, industry analysts, advisors and investors agree that great execution maximizes the likelihood of success. After serving as an executive for five different startups, Silicon Valley advisor Sam Wong can provide unique execution guidance for founders, entrepreneurs and leaders. 21 Secrets of Successful Startups draws upon the battle scars of 30 years of victories and defeats to present actionable advice, guidance, and frameworks spanning numerous topics related to startup execution, fundraising, talent and lifestyle. Whether you are thinking of launching a company or are currently working to grow, fund, and scale your startup, 21 Secrets of Successful Startups provides a playbook to build your startup and achieve success.

The Agile Start-Up Jeff Scheinrock, Matt Richter-Sand, 2013-09-16 An inspiring and impactful compilation of the most important lessons of entrepreneurship The tools of a digital age make it easier than ever to start a new business. And with billion-dollar IPOs and acquisitions making weekly headlines, the potential rewards are enormous. But even with all of the advantages and resources that today's entrepreneurs have access to, the likelihood of any one business succeeding is slim. That's why you need the simple, clear lessons found in The Agile Startup. Engaging and informative, The Agile Startup doesn't offer step-by-step instructions on how to build a better mousetrap. Instead, it shows you how to build companies that continually adapt to the real world. Along the way, you'll discover you're not alone in your entrepreneurial endeavors, and that almost every challenge a startup can face has already been faced, and overcome, by someone in the past. Contains lessons culled from decades of creating successful companies, which includes possessing a flexible mindset Provides valuable insights, based on a market-driven philosophy, regarding launching and managing products, businesses, and brands Written by two authors who have a combined sixty-plus years of startup experience and understand the reasons behind their successes and failures A companion Website contains supplementary material that allows you to learn in a hands-on fashion long after closing the book The journey of a startup is daunting. Think about everything that has to be overcome and you'll quickly see that the odds are stacked heavily against you. But with The Agile Startup as your guide, you'll learn exactly what it takes to succeed in your entrepreneurial endeavors.

Entrepreneur's Field Guide, The: The 3 Day Startup Method Andrew Zimbroff, Cameron Houser, 2021-09-27 This book introduces the skills and mindset that are introduced during 3 Day Startup educational programs. It covers a wide range of topics encountered by early-stage entrepreneurs, including customer validation, iterative product development, developing preliminary business frameworks, start-up communications and networking, and balancing starting a business with other commitments. The content is actionable, concise, and easy to understand, focusing on

pragmatic, applicable skills over dense academic theory and case studies. The information in this volume is easily accessible by entrepreneurs from all walks of life.3 Day Startup is an international non-profit organization that delivers entrepreneurship education in diverse settings around the world. It was founded in 2008 by graduate students at the University of Texas at Austin that wanted better resources for entrepreneurship education than was available at the time. To do this, it pioneered an intensive, extracurricular experiential curriculum that could be applied in highly diverse educational settings. Since its beginnings as a small group of graduate students at UT Austin, it has exploded into the global non-profit it is today. To date, 3 Day Startup has delivered almost 500 educational programs at over 175 different educational institutions in 35 countries worldwide.

The 30 Day Startup: How to Create a Successful Tech Startup in 6 Weeks for Less Than \$50k Will Schmidt, Sam Kamani, 2019-03-13 #Top 10 BEST-SELLER in Computers & Technology and Business & Investing Categories. Do you want to start a Tech Startup but have limited technical expertise? Or you interested in growing your startup? The 30 Day Startup examines the concept of building a minimum viable product (MVP) in 6 Weeks for under \$50,000. Sam Kamani and Will Schmidt will take you through case studies of how successful companies got started with their MVP in a matter of days instead of weeks and months. [This book also covers practical steps and tactics on growth and scaling your startup. [This book is divided into two main parts. PART 1 The first half of the book focuses on: How to get started with an MVP (minimum viable product) [Different type of MVPs to suit different business models, industries and startups [Case studies and inspiring stories on how billion-dollar companies like Airbnb or Dropbox, as well as smaller not-so-famous but still successful and profitable startups, got off the ground by starting small, testing, and iterating. PART 2 The last half of the book takes a closer look at practical growth tactics of successful startups, for example: Content and Video marketing Power of MicroTools Event marketing and using influencers Using correct monetization strategy for growth This book does not need to be read cover to cover. Feel free to flip through to chapters that interest you. Hopefully this book will inspire some future successful startup founders and nudge them off of the starting block. Perhaps you?

HBR's 10 Must Reads on Entrepreneurship and Startups (featuring Bonus Article "Why the Lean Startup Changes Everything" by Steve Blank) Harvard Business Review, Steve Blank, Marc Andreessen, Reid Hoffman, William A. Sahlman, 2018-01-23 The best entrepreneurs balance brilliant business ideas with a rigorous commitment to serving their customers' needs. If you read nothing else on entrepreneurship and startups, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you build your company for enduring success. Leading experts and practitioners such as Clayton Christensen, Marc Andreessen, and Reid Hoffman provide the insights and advice that will inspire you to: Understand what makes entrepreneurial leaders tick Know what matters in a great business plan Adopt lean startup practices such as business model experimentation Be prepared for the race for scale in Silicon Valley Better understand the world of venture capital—and know what you'll get along with VC funding Take an alternative approach to entrepreneurship: buy an existing business and run it as CEO This collection of articles includes Hiring an Entrepreneurial Leader, by Timothy Butler; How to Write a Great Business Plan, by William A. Sahlman; Why the Lean Start-Up Changes Everything, by Steve Blank; The President of SRI Ventures on Bringing Siri to Life, by Norman Winarsky; In Search of the Next Big Thing, an interview with Marc Andreessen by Adi Ignatius; Six Myths About Venture Capitalists, by Diane Mulcahy; Chobani's Founder on Growing a Start-Up Without Outside Investors, by Hamdi Ulukaya; Network Effects Aren't Enough, by Andrei Hagiu and Simon Rothman; Blitzscaling, an interview with Reid Hoffman by Tim Sullivan; Buying Your Way into Entrepreneurship, by Richard S. Ruback and Royce Yudkoff; and The Founder's Dilemma, by Noam Wasserman.

Why Startups Fail Tom Eisenmann, 2021-03-30 If you want your startup to succeed, you need to understand why startups fail. "Whether you're a first-time founder or looking to bring innovation into a corporate environment, Why Startups Fail is essential reading."—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of The Lean Startup and The Startup Way Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn't answer it. So he launched a multiyear research project to find out. In Why Startups Fail, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. Bad Bedfellows. Startup success is thought to rest largely on the founder's talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. False Starts. In following the oft-cited advice to "fail fast" and to "launch before you're ready," founders risk wasting time and capital on the wrong solutions. False Promises. Success with early adopters can be misleading and give founders unwarranted confidence to expand. Speed Traps. Despite the pressure to "get big fast," hypergrowth can spell disaster for even the most promising ventures. Help Wanted. Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. Cascading Miracles. Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A m

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Whatinstartup 133 Introduction

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