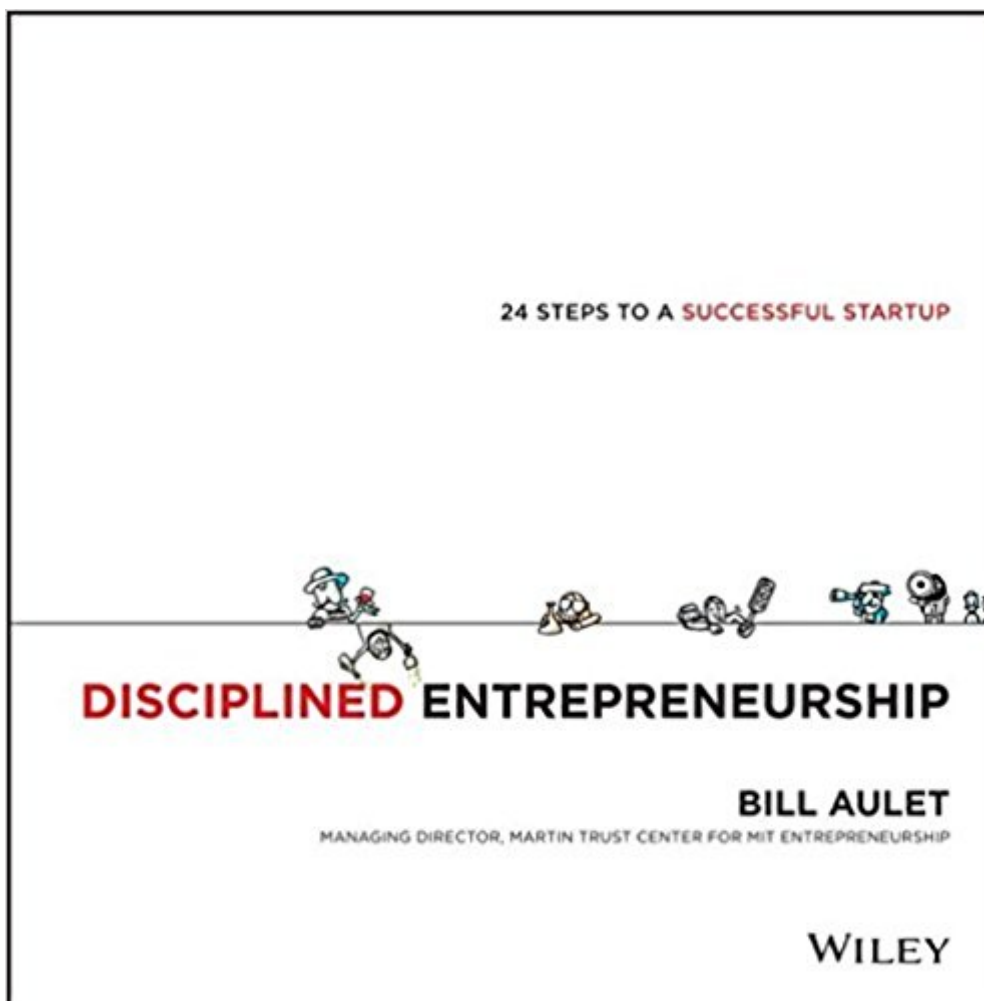The book was found

Disciplined Entrepreneurship: 24 Steps To A Successful Startup

24 STEPS TO A SUCCESSFUL STARTUP

DISCIPLINED ENTREPRENEURSHIP

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WILEY

Synopsis

24 Steps to Success! Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs arenâ ™t born with something special â " they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply.Â You will learn: Why the â œFâ • word â " focus â " is crucial to a startupâ ™s success Common obstacles that entrepreneurs face â " and how to overcome them How to use innovation to stand out in the crowd â " itâ ™s not just about technology Whether youâ ™re a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want. Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management.   For more please visit http://disciplinedentrepreneurship.com/

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Customer Reviews

Exclusive Q&A with Bill Aulet, author of Disciplined Entrepreneurship   Bill Aulet Why did you name the book Disciplined Entrepreneurship? I love the name because in two words it captures the dichotomy that makes for a successful entrepreneur: the fearless spirit of a pirate with the execution skills of a Navy SEAL Team Six. At the Martin Trust Center for MIT Entrepreneurship, we help our student entrepreneurs strike this balance. Why did you decide to write this book now? The book

came about because MIT's Howard Anderson and I were teaching an introductory entrepreneurship class and over time the class grew from five teams of four students to over 100 teams. We worked very hard to put materials together to help us teach the class in a scalable manner, and I soon realized that this was a pervasive problem that could cause a real crisis and halt the progress entrepreneurship was making in society. That was why I started writing the book.

What does it take to be an entrepreneur? I get this question everywhere I go. Many people have the misperception that successful entrepreneurs are born, not made, with a history of high achievement. Other misperceptions are that entrepreneurs are mercurial individualists, that they love risk, and that they are undisciplined. In most cases it is quite the opposite; research has been proving more and more that entrepreneurship can be taught and that should be considered a legitimate profession and discipline. Entrepreneurship is a team-sport where ideas are much less important than the team's ability to execute in a highly focused manner. What makes you qualified to write a book on entrepreneurship? In my 15 years of doing and teaching entrepreneurship, I've gained a lot of wisdom from the scar tissue of failure. It's not that I'm a guru, it's that I figure out what works and I pass on that knowledge. I'm fortunate to have this fabulous position at MIT from which I can foster a community where people can learn from each other. After working at IBM for 11 years, I started my first company, which failed. This failure was so visceral and so real, and I learned a tremendous amount while crashing and burning. Above all, I became aware that the team that you work with is critically important. You need to collaborate with someone you can trust and who works in a way that is complementary to you. Is there anyone who has been a particular inspiration to you? During my time at IBM, I was amazed by the late Thomas Watson, Jr., who was able to scale a company in a way few others have done. The person who has probably inspired me even more is Mitch Kapor, who started Lotus Development Corporation and demonstrated that people could do positive things for society through business. He showed me business could be cool. He transformed Cambridge's Kendall Square into a hub for innovation-driven entrepreneurship. How does presenting the entrepreneurial process as a series of steps or a roadmap help the reader? Entrepreneurship is not a purely sequential process, but we needed to give people a place to start to keep them from getting lost. I broke it down and determined the most logical starting point and built it from there. While there are many iterative loops along the roadmap, it gives enough structure so that people can get going. Who should buy this book? The people who should buy this book are those who are interested in entrepreneurship and want to understand the process. They may be first time entrepreneurs, experienced entrepreneurs interested in doing it again, or businesspeople trying to turn their ventures into high

growth companies. In addition, many large, established companies are interested in utilizing the book to prove their innovation capability. How does your book relate to the current state of the economy? Creating jobs isnâ ™t just about small businesses per se, itâ ™s even more about new, high growth businesses. The Kauffman Foundation found that in 2007, two-thirds of new jobs came from companies one to five years old. Disciplined Entrepreneurship is about creating these new businesses that will drive economic growth. How did you decide to work with an illustrator? What is your favorite illustration in the book? The illustrations make the book more accessible. In my experience, people learn a lot more when theyâ ™re having fun. The illustrations add a dimension of fun to the book that make people more open to its message. They also distill the essence of each step. My favorite illustration is the last one, because it drives the point that knowledge doesnâ ™t set you free, but action does. Starting a company is not solely an analytical exercise; it requires action. That idea is a good one to end on, and it really resonates with entrepreneurs.

"This book provides an invaluable comprehensive framework for innovation-driven entrepreneurs to execute the business planning process." -Brad Feld

I downloaded the Kindle version of this book after a glowing recommendation by my father, who is a veteran of the retail industry and has been an entrepreneur for nearly the last 20 years (his take, paraphrased: "I saw the author on Squawk Box, it was a fascinating interview, I picked up his book and finished it the next day"). As a researcher in environmental engineering and an entrepreneur myself, I am always consuming new information about ways to more effectively develop and grow my businesses, but I have found many startup-related texts are extremely general in nature and many of the principles touted in these other texts cannot be readily applied. That is not the case with Bill Aulet's new book.I breezed through this book in a matter of hours, taking several notes throughout where I could directly apply the principles to my existing ventures. I can't remember the last time I picked up a book of this nature and found such immediate, practical use out of it.This book is a must for anyone that wants to cultivate their idea, technology, or passion into an impactful venture.

Focused, practical, and thoroughly useful.You can buy this book, and immediately apply the concepts to either build or improve your business. Full stop. I canÃ¢Â Â™t think of any other business book that could be described by those words. (and my business library is comprehensive)TLDR;Are you considering starting a business from scratch? This is the book to

buy.Already built a going concern? Buy this book and identify your gaps. They're going to be huge.In the building process? Get this book now, and start shoring up your flawed efforts to ensure the best possible outcomes.DETAILSFirst, brief credentials. I've spent 20+ years failing forward as an entrepreneur, and have witnessed firsthand the evolution of entrepreneurship (innovation driven business creation) as a distinct discipline and skill-set, as well as the support and frameworks to aid and assist in creating more successful ventures.The problem:15-20 years ago, the only widely available resources were the Small Business Association (SBA), which focused on geographically focused businesses with well defined business models and low levels of innovation and uncertainty, and the Seasoned Core Of Retired Executives (SCORE) which paired execs from established businesses with business owners. There was a huge disconnect however, because neither of these organizations distinguished between owner/operators of well known enterprises, and entrepreneurs/founders of businesses with innovation as a core aspect of their DNA. It was a mess.Part of that mess was identified and discussed as methodologies and tools like agile development, lean startup, design thinking, etc emerged to articulate the specific differences between new businesses that operated with innovation as a fundamental and essential differentiator (with the accompanying uncertainty and attempts to mitigate/reduce it), and the well known models of established businesses---as well as why and how the processes and methods that work in established businesses--didn't work. Or, even worse, flat out will smother and kill ventures at that stage.But despite it's popularity, Lean Startup hasn't delivered on the promise of less waste, more successful businesses. At least, not yet. Not any that can be easily witnesses or seen. I've had first hand involvement with TechStars and Y Combinator companies that have progressed from idea to full blown scalable, profitable, sustainable ventures, and each of these teams struggled with attempting to bridge the gap of theory to the daily grind of starting a business.Key issues they all faced;--Lean Startup exhorts identifying key assumptions and running fast experiments. OK, that might work for customer development, but does nothing to help ID customers and market segments (doesn't even meaningfully mention them). It does nothing to advance understanding customers, or ID'ing beachheads, determining financials (like market sizing), determining pricing, evaluating overall economics of the business . . .--Identifying and understanding discrete elements of a successful business.--Prioritization. (many/most had a sense of dependencies, but didn't know where to start in understanding what the elements were, or how they were related)--Application. (even if they had an idea of what they needed done, they wouldn't know *how* to do it)--Assessment/Diagnosis: Trying to understand how to interpret what was happening in their business. Struggling to zero in on what was causing the issue,

discovering the ever elusive Ã¢Â Âœwhy?Ã¢Â Â•This is the single most useful book with that regard. ItÃ¢Â Â™s practical. It calls out the discrete elements in a very clear manner. And while thereÃ¢Â Â™s a reduction of something immensely complex, that simplicity isnÃ¢Â Â™t due to omission. ItÃ¢Â Â™s just base mastery of the subject matter.Several reviewers have suggested that this is a guide to help aspiring or new entrepreneurs. Maybe.IÃ¢Â Â™d suggest that this is actually much more useful to a sophisticated entrepreneur. Most of us have succeeded for reasons we canÃ¢Â Â™t articulate. We have hunches, and we kinda sorta know what we do, but we couldnÃ¢Â Â™t always explain it effectively. What this book does is provide a taxonomy for efficiently organizing and categorizing the Ã¢Â ÂœwhatÃ¢Â Â• of building a business. I, and many others whom I have shared this book with, had the experience of reading this book and recognizing things we have always done, organized into a precise framework. It instantly improved our thinking, and brought order to thinking and working that was otherwise disordered and sometimes flat out chaotic.Also, this framework does a damn good job of recognizing ACTUAL dependencies that rule the physics of all businesses, not the perceived physics (that favor the perceptions and skills of the founders). This lays out the must haves, in an order that is always true. Deviation from that sequential development is almost always going to cost you time and money.This framework isnÃ¢Â Â™t perfect. ItÃ¢Â Â™s going to continue to evolve. That said, itÃ¢Â Â™s my opinion that this is the single best example of the state of the art in Innovation Driven Entrepreneurship.Everybody can improve their business, tangibly, and in the very short term, through applying this framework and the processes laid out.Recommended without reservation.Buy it now.

Being a startup founder myself, I've just realized while reading the book, how much a playbook we needed. Most startups are full of great minds and ideas, but being too emotional on their new company. Aulet pulls them back to the ground, and wakes them up sometimes, so they don't dream full-time. Most startups fail, because they overestimate the market reaction, or underestimate sales cycle, or burn rate. This book gives you very clear and straightforward tools to go through the pain in theory first, by giving many practical examples on each topic. Furthermore, it gives you a 24 step plan on how to build up your idea for your prospective clients, not your mind and dreams. The only minor downside is, that the examples are a little distanced from most people in the beginning of the book, and gets familiar towards the end of the book, I'd expect just the other way around. Regardless, it's still a must read for any startup founder, especially for those who have their first project ever.

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