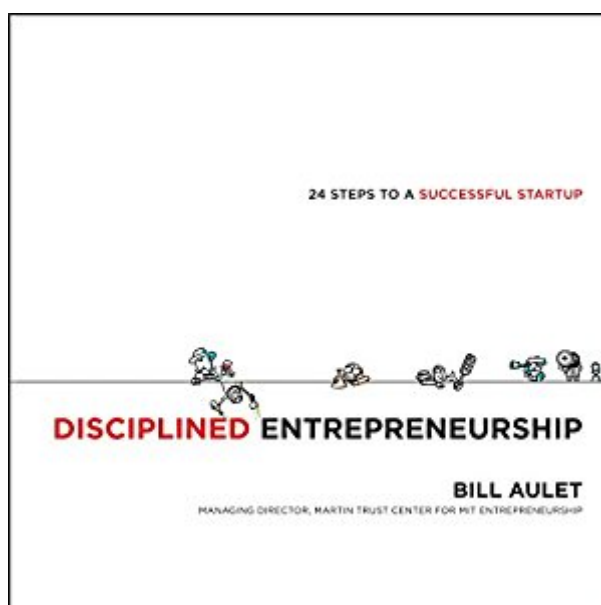


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# Disciplined Entrepreneurship



## Synopsis

Disciplined Entrepreneurship: 24 Steps to Success will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special - 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. You will learn: Why the "F" word - focus - is crucial to a startup's success. Common obstacles that entrepreneurs face - and how to overcome them. How to use innovation to stand out in the crowd - it's not just about technology. Whether you'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.

## Book Information

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## Customer Reviews

There are more entrepreneurs than ever who are getting seed funded. So, while there is a significant amount of Series A venture capital money available, the law of numbers say that most young companies will struggle to get funded by the venture capital community. The press is now calling it the "Series A Crunch". But if you are an entrepreneur and you want to make it through this tough passage, I strongly suggest that you get this book ("Disciplined Entrepreneurship: 24 Steps to

a Successful Startup" by Bill Aulet) and use it as your guide. It provides a prescriptive checklist of what you need to do in order to build a company and make yourself attractive to series A investors like myself. As a 23 year veteran of the Venture Capital Industry, I love and admire entrepreneurs and have seen many books on entrepreneurship. But most offer lots of storytelling, anecdotes, and inspiration. I have never met an entrepreneur who needed more motivation. What they need is a true roadmap to building a successful company. I attended a book launch hosted by my friend and entrepreneur, Freddy Kerrest, on Friday. The book blew me away. I have never seen such a clearly laid out and comprehensive map to help an entrepreneur get Series A funded - it is truly all the best company-building advice of today's smartest early-stage venture capitalists and entrepreneurs blended together in an orderly context. It does this by visually laying them out in a very valuable poster and then systematically going through each of the 24 steps. Each step is explained in easy to understand language and "whimsical illustrations" with multiple examples for each.

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