

# The Fundable Startup How Disruptive Companies Attract Capital

The Fundable StartupWhen Coffee and Kale CompeteDigital KenyaSecrets of Sand Hill RoadNavigating Your Way to Startup SuccessMedia Innovation and EntrepreneurshipFounder's Pocket Guide: Founder Equity SplitsThe Startup PlaybookHumanificationMastering Private EquityScaling Your StartupOn Startups: Advice and Insights for EntrepreneursPreserving the PromiseThird Shift EntrepreneurWhat We Need to Do NowNascent EntrepreneurshipStartup OpportunitiesDisruption by DesignDisruptersFounder's Pocket Guide: Cap TablesFounder's Pocket Guide: Term Sheets and Preferred SharesThe Art of Startup FundraisingTwo BitsFounder's Pocket Guide: Startup ValuationSmall Business Management: Entrepreneurship and BeyondAutonomous Vehicle TechnologyUnscaledGear Up48-Hour Start-UpDesigning Clinical ResearchThe Hardware StartupStarting up and Fund RaisingThe Web Startup Success GuidePlan Commit WinIndustrializing Innovation-the Next RevolutionThe Start-Up J CurveThe History ManifestoOpen Innovation 2.0The Startup WayThe Art of the Start

## The Fundable Startup

Over the past 25 years, the field of innovation, entrepreneurship and commercialization has reached a critical mass and maturity. It is not only possible but

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also essential to scale it so that an immense amount of untapped human innovative potential can be unleashed for the benefit of our people. Further, R&D centers and existing entrepreneurial ecosystems can be made more impactful. Firstly, this book succinctly identifies the entire field of innovation into one comprehensive and meaningful framework to help understand its evolution, incremental growth, super acceleration, and exponential explosion that has resulted in an innovation log jam. Secondly, it maps out common characteristics and approaches that make innovation, venture capital and investments into startups succeed much better. And, last, but not the least, it outlines measures to commercialize them in a massive way and "industrialize" innovation going forward including creating next generation 'Innovation Hubs'.

### **When Coffee and Kale Compete**

A new product, a new service, a new company, a new division, a new anything - where there's a will, Kawasaki shows the way with his essential steps to launching one's dreams.

### **Digital Kenya**

From Eli Whitney to Henry Ford to Ray Kroc to Steve Jobs, market disruptors have reaped the benefits, including fame and fortune. But do you have to be that rare genius whose unique skills can literally change the world? No. Disrupting a market is a discipline that can be learned. Disruption by

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Design—a handbook for entrepreneurs, CEOs, product developers, innovators, and others who want to build products or create services that systematically disrupt markets—is the first book that shows you how. There is a huge difference between being an "innovator" and being a "disruptive innovator." Disruptors change the basis for competition in markets, and they end up controlling market share—typically 40 to 80% of the total revenue and half or more of the total profits in the categories they create. But while many market opportunities have disruptive potential, only a small fraction of those ever succeed in disrupting markets. And, too often, those that do disrupt do so by accident. It doesn't have to be that way. Disruption by Design conveys lessons learned from successful disruptors, and from the many companies that should have disrupted but failed. Beginning with a quick review of the theory and key elements of the patterns of disruptive innovations and how to identify ideas with disruptive potential, Disruption by Design guides you through the design, build, and go-to-market phases that successful disruptors follow. Using many examples of disruptive companies and products, this book takes the popular theory of disruptive innovation and drives it down to the level of practical application. It answers the question, "How do I create a disruptive company, product, and culture?" Disruption by Design: "ul> Goes beyond describing how disruptive innovation happens, and answers and explains the all-important "why." Provides a "where-to-look" guide for discovering disruptive opportunities. Shows you how to predict when market disruption is likely. Outlines the necessary ingredients and elements of corporate strategy that maximize the probability of being

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disruptive. Provides a roadmap to disruptive success, from the initial idea through product launch to actual market disruption. Shows how to stay atop the market and not be the next victim of a new disruptor. Includes the Disruption by Design Canvas, for mapping a disruptive business model. Most important, Disruption by Design articulates a step-by-step process for developing a product and marketing strategy—and a business model design—that maximizes the probability of successful market disruption.

### **Secrets of Sand Hill Road**

DIVEthnographic study of the programmers, engineers, and hackers who have shaped the internet since the 1970s and the battles that have been waged amongst them over the development of open source software./div

### **Navigating Your Way to Startup Success**

This easy to follow guide helps startup founders understand the key moving parts of an investment term sheet, and review typical preferred share rights, preferences, and protections. Along the way, we also provide easy-to-follow examples for the most common calculations related to preferred share equity deals. Expanding on these fundraising concepts, this Founder's Pocket Guide helps startup founders learn: What a term sheet is and how to summarize the most important deal terms for your fundraising and startup building goals. How preferred

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stock shares differ from common shares, with review of how each key preferred share right and preference is tied to the investor's shares. Key terms and definitions associated with equity fundraising, such as pre-money valuation, founder dilution, and down round. How to decipher legalese associated with a term sheet deal, such as pro rata, fully diluted, and pari passu. The full list of the most common term sheet clauses, their plain English meaning, and their importance to an early-stage investment deal. Simple math for the key term sheet financial aspects, including calculating fully diluted shares outstanding, investor equity ownership percentages, and the impact of option pools on founder dilution. Example exit scenarios, showing how term sheet deal points impact how exit proceeds get divided among investors and founders.

### **Media Innovation and Entrepreneurship**

The Process I Used to Raise \$200 Million and Drive \$2 Billion in M&A

### **Founder's Pocket Guide: Founder Equity Splits**

This updated edition includes several new features, including: · The Startup Valuation Explorer · Expanded coverage of Valuation Methods · Responding to investor questions about your valuation ·

Understanding option pool impact on your valuation  
For many early-stage entrepreneurs assigning a pre-money valuation to your startup is one of the more

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daunting tasks encountered during the fundraising quest. This guide provides a quick reference to all of the key topics around early-stage startup valuation and provides step-by-step examples for several valuation methods. This Founder's Pocket Guide helps startup founders learn:

- What a startup valuation is and when you need to start worrying about it.
- Key terms and definitions associated with valuation, such as pre-money, post-money, and dilution.
- How investors view the valuation task, and what their expectations are for early-stage companies.
- How the valuation fits with your target raise amount and resulting founder equity ownership.
- How to do the simple math for calculating valuation percentages.
- How to estimate your company valuation using several accepted methods.
- What accounting valuation methods are and why they are not well suited for early-stage startups.

### **The Startup Playbook**

Only 4% of women are CEOs and women make up only 18% of board seats around the globe. But if all the research shows that the odds are stacked against women, what can we learn from the women who managed to reach the pinnacle of success despite the obstacles of systemic bias in corporate America? *Disrupters: Success Strategies from Women Who Break the Mold* explores what has enabled some women to not just break the glass ceiling but to shatter it against all odds. Dr. Patti Fletcher includes in her book first-person in-depth interviews with dozens of trailblazing women executives and board

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members. This exciting and uplifting book demystifies what it takes to go where so few have gone before by: Exploring the mindsets that help or hinder success against all odds Discovering the right time to begin the journey to a role that feels too big and too hard to obtain Learning the secrets to success that separate those who succeed from those who do not Building a personal board of directors to help you catapult yourself to the boardroom Case studies and interviews will include women of diverse races, ages, backgrounds, and industries -- all sharing what it means to achieve their own version of success

### **Humanification**

Small Firm Growth has two purposes -- to review the extant empirical literature on small firm growth by focusing on small and medium-sized firms (SMEs) and to suggest a framework for integrating our knowledge on small firm growth to guide future research. The authors identify a number of key themes: the conceptualization of small firm growth, assessing small firm growth, factors driving or hindering growth, modes of growth (such as organic growth versus acquisitions), growth stages and transition, and the effects of small firm growth. Small Firm Growth first discusses the nature of the phenomenon of small firm growth and its relation to entrepreneurship as well as size and age. It then moves on to how growth can best be assessed. A major section is devoted to findings on factors that contribute to or hinder firm growth. Following this it offers a section on how small firms grow, if and when they grow at all. In particular,

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it examines organic growth versus acquisitions; growth through networking and alliances, and international expansion. The next topic treated is 'growth stages and transitions' and the effects of growth in terms of profitability and job creation. Finally, the authors propose a framework for guiding future research and furthering management theory and practice on small firm growth.

### **Mastering Private Equity**

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-



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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"

### **Scaling Your Startup**

A Job to be Done is the process a consumer goes through whenever she aims to transform her existing life-situation into a preferred one, but cannot because there are constraints that stop her. When Coffee and Kale Compete by Alan Klement helps you become better at creating and selling products that people will buy. Your joy at work will grow. You will know how to help companies increase profits, reduce waste, and remain competitive. In doing so, you will help economies prosper, and help provide stable jobs for employees and the families that depend on them. Top entrepreneurs, business owners, and Alan himself share their experiences of how they used Job to be Done to help them create successful products. Alan not only relates success stories but also gives examples of products and companies that failed. The experiences of others will help you make the best choices for your own company or the company where you work. You will also learn how to analyze the competition and make customers notice your product. The knowledge in this book will help you boost growth for your product and business.

### **On Startups: Advice and Insights for Entrepreneurs**

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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

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and stay strong.

## **Preserving the Promise**

This book presents the emerging paradigm and methodology, Open Innovation 2.0 (OI2), which aims to help drive significant structural changes and benefits through digital innovation to society and industry. It highlights how new services and markets can be co-created in open ecosystems and how this leads to a transformation from win-lose to win-win situations for all stakeholders. Organized around a number of core patterns of OI2, such as shared purpose, partnering and platforms, this book leverages more than five years of research by the EU Open Innovation Strategy Policy group. Popularized in the early 2000s, open innovation is a systematic process by which ideas can pass among organizations and travel on different exploitation vectors for value creation. With the simultaneous arrival of multiple digital disruptive technologies and rapid evolution of the discipline of innovation, it became apparent that an entirely new approach to innovation was needed that incorporated technological, societal and policy dimensions. Unlike other innovation methodologies, OI2 is an innovation paradigm and methodology with a purpose: to seek and deliver innovations that move us collectively on to a trajectory towards sustainable intelligent living. OI2 is a paradigm advocating for disruptions, seeking the unexpected and providing support for rapid scale-up of successes. As a method, it provides a safety net for both innovations and innovators, inspiring innovators to have the

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confidence and courage to innovate. Featuring case studies from domains such as energy, telecommunications, transportation, and finance and from companies including Intel, Lego, Alcatel Lucent and Alstom, this book is useful to industry executives, policy makers, academics, and students of innovation and innovation management.

### **Third Shift Entrepreneur**

The automotive industry appears close to substantial change engendered by “self-driving” technologies. This technology offers the possibility of significant benefits to social welfare—saving lives; reducing crashes, congestion, fuel consumption, and pollution; increasing mobility for the disabled; and ultimately improving land use. This report is intended as a guide for state and federal policymakers on the many issues that this technology raises.

### **What We Need to Do Now**

Thanks to the decreasing cost of prototyping, it's more feasible for professional makers and first-time entrepreneurs to launch a hardware startup. But exactly how do you go about it? This book provides the roadmap and best practices you need for turning a product idea into a full-fledged business. Written by three experts from the field, *The Hardware Startup* takes you from idea validation to launch, complete with practical strategies for funding, market research, branding, prototyping, manufacturing, and distribution. Two dozen case studies of real-world

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startups illustrate possible successes and failures at every stage of the process. Validate your idea by learning the needs of potential users Develop branding, marketing, and sales strategies early on Form relationships with the right investment partners Prototype early and often to ensure you're on the right path Understand processes and pitfalls of manufacturing at scale Jumpstart your business with the help of an accelerator Learn strategies for pricing, marketing, and distribution Be aware of the legal issues your new company may face

### **Nascent Entrepreneurship**

“How do we split up the equity ownership of our startup?” This guide provides a framework and process to help startup founders answer this common question. Equity ownership affects the culture and sense of wellbeing of a startup. Founders typically sacrifice a great deal of other life opportunities to work on a startup effort. In exchange for that sacrifice, a founder wants to feel the ownership equation with any co-founders is fair. In detail, this Founder’s Pocket Guide walks entrepreneurs through the following elements:

- Take The Founder Test to make sure everybody deserves founder status
- Review the case for splitting your founder equity into equal parts
- Use the Equity Split Scorecard as a fair method to allocate more equity to highly skilled cofounders
- Solve common equity problems using founder vesting structures
- Answer common equity split questions like IP and founder-investors

Note that this guide does not go into how to use equity to

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attract employees or using equity to pay service providers, advisors, development companies, or other contractors. This guide focuses solely on the best practices of deciding the equity ownership split between the founders of a startup venture.

### **Startup Opportunities**

Media Innovation & Entrepreneurship is an open, collaboratively written and edited volume designed to fill the needs of a growing number of journalism and mass communications programs in the U.S. that are teaching media entrepreneurship, media innovation, and the business of journalism to undergraduate and graduate students.

### **Disruption by Design**

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

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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.

### **Disrupters**

Startup money is moving online, and this guide shows you how it works. *The Art of Startup Fundraising* takes a fresh look at raising money for startups, with a focus on the changing face of startup finance. New regulations are making the old go-to advice less relevant, as startup money is increasingly moving online. These new waters are all but uncharted—and founders need an accessible guide. This book helps you navigate the online world of startup fundraising with easy-to-follow explanations and expert perspective on the new digital world of finance. You'll find tips and tricks on raising money and investing in startups from early stage to growth stage, and develop a clear strategy based on the new realities surrounding today's startup landscape. The finance world is in a massive state of flux. Changes are occurring at an increasing pace in all sectors, but few more intensely than the startup sphere. When the

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paradigm changes, your processes must change with it. This book shows you how startup funding works, with expert coaching toward the new rules on the field. Learn how the JOBS Act impacts the fundraising model Gain insight on startups from early stage to growth stage Find the money you need to get your venture going Craft your pitch and optimize the strategy Build momentum Identify the right investors Avoid the common mistakes Don't rely on the "how we did it" tales from superstar startups, as these stories are unique and applied to exceptional scenarios. The game has changed, and playing by the old rules only gets you left behind. Whether you're founding a startup or looking to invest, The Art of Startup Fundraising provides the up-to-the-minute guidance you need.

### **Founder's Pocket Guide: Cap Tables**

A study of the powerful forces of innovation and disruptive technologies that are going to change everything in our world within the foreseeable future of our lifetimes.

### **Founder's Pocket Guide: Term Sheets and Preferred Shares**

Entrepreneurship is a tough and challenging journey. For a startup to be successful, several things have to go right. But for it to not succeed, just one of those many things has to go wrong. While knowing about what issues to think about, and having some competence to think through them, or garnering



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resources & people who can guide you through them is no guarantee of success, not even knowing about ALL the aspects that you might need to think about in a venture is most likely to be a foundation for failure. The risks are stacked up against you. This book's attempt is to help entrepreneurs think through different aspects of their business, so that they do not miss out on thinking about the various aspects that will need to work in sync to give their startup a better chance of success.

### **The Art of Startup Fundraising**

Outlines the managerial decisions and leadership goals that guide a startup business to success, and provides tips and advice from the founders of such companies as Spanx, Zipcar, Flickr, Honest Tea, and LinkedIn.

### **Two Bits**

The definitive guide to private equity for investors and finance professionals Mastering Private Equity was written with a professional audience in mind and provides a valuable and unique reference for investors, finance professionals, students and business owners looking to engage with private equity firms or invest in private equity funds. From deal sourcing to exit, LBOs to responsible investing, operational value creation to risk management, the book systematically distils the essence of private equity into core concepts and explains in detail the dynamics of venture capital, growth equity and

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buyout transactions. With a foreword by Henry Kravis, Co-Chairman and Co-CEO of KKR, and special guest comments by senior PE professionals. This book combines insights from leading academics and practitioners and was carefully structured to offer: A clear and concise reference for the industry expert A step-by-step guide for students and casual observers of the industry A theoretical companion to the INSEAD case book Private Equity in Action: Case Studies from Developed and Emerging Markets Features guest comments by senior PE professionals from the firms listed below: Abraaj • Adams Street Partners • Apex Partners • Baring PE Asia • Bridgepoint • The Carlyle Group • Coller Capital • Debevoise & Plimpton LLP • FMO • Foundry Group • Freshfields Bruckhaus Deringer • General Atlantic • ILPA • Intermediate Capital Group • KKR Capstone • LPEQ • Maxeda • Navis Capital • Northleaf Capital • Oaktree Capital • Partners Group • Permira • Terra Firma

### **Founder's Pocket Guide: Startup Valuation**

The goal of this guide is to help you understand the key moving parts of a startup cap table, review typical cap table inputs, and demystify terminology and jargon associated with cap table discussions. Along the way, this highly visual guide provides easy-to-follow examples for the most common calculations related to cap table building. Expanding on these key skills every startup founder should know, this Founder's Pocket Guide helps you learn how to: • Build your basic cap table step by step, including

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founder's shares, option pools, angel investor rounds, and VC rounds. • Decipher cap table specific lingo, such as fully-diluted shares outstanding, preferred shares vs. common shares, Series A, Series B, and so on. • Establish a stock option pool in your cap table and understand the option pool effect on founder dilution. • Understand the simple math behind cap table formulas and calculations, including calculating fully diluted shares outstanding, investor equity ownership percentages, and share price.

### **Small Business Management: Entrepreneurship and Beyond**

Startups, like sailing vessels, do not travel in straight lines. The wind and the waves of the real world move the ship, and your startup, in unpredictable ways. This book is designed to give you an analytical set of tools to help you navigate your startup or corporate innovation through the murky waters of real life. Every business has failures. No business succeeds without some change of plan. Navigating Your Way to Startup Success will show you how to create a startup designed to test its assumptions so those that are not worthy fail—often and fast. This book builds on modern startup management techniques like Agile and Lean to bring an analytical and quantitative framework to the most common startup failures. Navigating through those failures means finding your way to startup success. Harlan T Beverly, PhD holds a BS in Electrical and Computer Engineering, an MBA from UT Austin, and a PhD in Business from Oklahoma State University. Harlan teaches entrepreneurship at

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the University of Texas at Austin. He is also Assistant Director of the Jon Brumley Texas Venture Labs at UT Austin, the world's first university business accelerator. Harlan has successfully launched five hardware and 15 software products including the Killer NIC, 2007 Network Product of the Year (CPU Magazine). He has raised over \$30 million in venture financing in the challenging intersection of entertainment and technology.

### **Autonomous Vehicle Technology**

Unscaled identifies the forces that are reshaping the global economy and turning one of the fundamental laws of business and society--the economies of scale--on its head. An innovative trend combining technology with economics is unraveling behemoth industries--including corporations, banks, farms, media conglomerates, energy systems, governments, and schools--that have long dominated business and society. Size and scale have become a liability. A new generation of upstarts is using artificial intelligence to automate tasks that once required expensive investment, and "renting" technology platforms to build businesses for hyper-focused markets, enabling them to grow big without the bloat of giant organizations. In Unscaled, venture capitalist Hemant Taneja explains how the unscaled phenomenon allowed Warby Parker to cheaply and easily start a small company, build a better product, and become a global competitor in no time, upending entrenched eyewear giant Luxottica. It similarly enabled Stripe to take on established payment processors throughout

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the world, and Livongo to help diabetics control their disease while simultaneously cutting the cost of treatment. The unscaled economy is remaking massive, deeply rooted industries and opening up fantastic possibilities for entrepreneurs, imaginative companies, and resourceful individuals. It can be the model for solving some of the world's greatest problems, including climate change and soaring health-care costs, but will also unleash new challenges that today's leaders must address.

### **Unscaled**

Transform your business idea into a high potential venture Big, bright and brilliant, Gear Up is an engaging and practical workbook for anyone looking to pursue a fresh business opportunity or grow an existing one. Developed at Harvard Business School and Stanford University, it's a bootcamp with clear, easy-to-follow steps to test your business idea, assess its potential and make it work! Based on a revolutionary 9-component framework, Gear Up offers entrepreneurs, intrapreneurs, innovative executives and business students a toolkit to bring their ideas to life and transform them into high potential ventures. Gear Up offers a useable business tool for assessing the needs of a business idea and helps you create a plan of action to promote business success. By working through the chapters of the book, you get to create a winning strategy based on recommendations tried and tested by executives around the world. Gear Up offers: - A step by step guide to help you build a foundation for your business opportunity - Solid

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business framework formulated from entrepreneurs, academics and real life experience - A highly practical workbook with visual, full-colour design and compelling layout Gear Up also comes with educators' support materials available at [gearupventures.com](http://gearupventures.com) PowerPoint presentations with teaching notes Online course materials Course Schedule Evaluation Forms Certificate for students who complete the course Coming soon! - An innovative, interactive digital toolkit Gear Up Virtual Toolkit (powered by You Noodle): A digital platform where participants can present their enterprise idea, work through the framework, answering questions and get real-time feedback from their facilitator/educator. The tool will even generate a ready-made PowerPoint presentation at the end of the process! Gear Up Mobile App (powered by We Chat): This app allows students to answer questions from their lecturers or vote in real-time from their phones within the classroom. The app promotes student engagement and class participation.

### **Gear Up**

The UK has declared a 'climate emergency' and pledged to become carbon neutral by 2050. So how do we get there? Drawing on actions, policies and technologies already emerging around the world, Chris Goodall sets out the ways to achieve this. His proposals include: -Building a huge over-capacity of wind and solar energy, storing the excess as hydrogen. -Using hydrogen to fuel our trains, shipping, boilers and heavy industry, while

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electrifying buses, trucks and cars. -Farming - and eating - differently, encouraging plant-based alternatives to meat -paying farmers to plant and maintain woodlands. -Making fashion sustainable and aviation pay its way, funding synthetic fuels and genuine offsets. -Using technical solutions to capture CO2 from the air, and biochar to lock carbon in the soil. What We Need To Do Now is an urgent, practical and inspiring book that signals a green new deal for Britain.

### **48-Hour Start-Up**

A Wall Street Journal Bestseller! What are venture capitalists saying about your startup behind closed doors? And what can you do to influence that conversation? If Silicon Valley is the greatest wealth-generating machine in the world, Sand Hill Road is its humming engine. That's where you'll find the biggest names in venture capital, including famed VC firm Andreessen Horowitz, where lawyer-turned-entrepreneur-turned-VC Scott Kupor serves as managing partner. Whether you're trying to get a new company off the ground or scale an existing business to the next level, you need to understand how VCs think. In *Secrets of Sand Hill Road*, Kupor explains exactly how VCs decide where and how much to invest, and how entrepreneurs can get the best possible deal and make the most of their relationships with VCs. Kupor explains, for instance:

- Why most VCs typically invest in only one startup in a given business category.
- Why the skill you need most when raising venture capital is the ability to tell a

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compelling story. • How to handle a "down round," when startups have to raise funds at a lower valuation than in the previous round. • What to do when VCs get too entangled in the day-to-day operations of the business. • Why you need to build relationships with potential acquirers long before you decide to sell. Filled with Kupor's firsthand experiences, insider advice, and practical takeaways, *Secrets of Sand Hill Road* is the guide every entrepreneur needs to turn their startup into the next unicorn.

### **Designing Clinical Research**

SMALL BUSINESS MANAGEMENT provides a balanced introduction to both entrepreneurship and small business management, with a focus on achieving and maintaining a sustainable competitive advantage as a small organization. Current issues, including global opportunities, service, quality and technology, are highlighted throughout the text. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

### **The Hardware Startup**

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



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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.

### **Starting up and Fund Raising**

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How should historians speak truth to power – and why does it matter? Why is five hundred years better than five months or five years as a planning horizon? And why is history – especially long-term history – so essential to understanding the multiple pasts which gave rise to our conflicted present? The History Manifesto is a call to arms to historians and everyone interested in the role of history in contemporary society. Leading historians Jo Guldi and David Armitage identify a recent shift back to longer-term narratives, following many decades of increasing specialisation, which they argue is vital for the future of historical scholarship and how it is communicated. This provocative and thoughtful book makes an important intervention in the debate about the role of history and the humanities in a digital age. It will provoke discussion among policymakers, activists and entrepreneurs as well as ordinary listeners, viewers, readers, students and teachers. This title is also available as Open Access.

## **The Web Startup Success Guide**

Know how your company can accelerate growth by not only tapping into new growth vectors, but also by adapting its organization, culture, and processes. To oversee growth from an idea to a company with billions in revenue, CEOs must reinvent many aspects of their company in anticipation of it reaching ever-higher revenues. Author Peter Cohan takes you through the four stages of scaling: winning the first customers, building a scalable business model, sprinting to liquidity, and running the marathon. What

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You'll Learn Discover how founders keep their CEO positions by managing the organizational change needed to reach the next stage of scaling Read case studies that illustrate how CEOs craft growth strategies, raise capital, create culture, build their organizations, set goals, and manage processes to achieve them Discover principles of successful scaling through comparisons of successful and less successful companies Use the Scaling Quotient to assess your startup's readiness to grow Follow a road map for turning your idea into a company that can change the world Who This Book Is For Entrepreneurs, aspiring CEOs, capital providers, and all other key stakeholders

### **Plan Commit Win**

Praise for THIRD SHIFT ENTREPRENEUR "A must read for any aspiring entrepreneur with the itch to start their own business who is wondering 'but what do I do first?'" —Gino Wickman, Author of Traction and Creator of EOS "Our country and our communities are better when people bring their own ideas to life as entrepreneurs — and this book written as an engaging story helps show us how. If you're ready to step into the arena, grab hold of this book and the strategies in it." —Robert A. McDonald, 8th Secretary of the Department of Veteran Affairs Retired Chairman, President and CEO of The Procter & Gamble Company START YOUR DREAM BUSINESS WITHOUT THE RISK! Too often people hold the dream of starting their own business and pursuing their destiny, but they are overcome not just by fear, but

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by the practical reality that they can not afford to take a financial risk. Third Shift Entrepreneur overcomes that false choice of settling for less or taking a financial risk and instead reveals a third path — one that allows you to fulfill your creative entrepreneurial potential while maintaining financial stability in your life. If you are longing to make your life's work a reality, Third Shift Entrepreneur offers a roadmap that will give you the confidence to stop dreaming and start on your own journey to success.

### **Industrializing Innovation-the Next Revolution**

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 change the way founders think about managing a startup company. 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

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with executives and entrepreneurs that will change the way founders think about managing a startup company.

### **The Start-Up J Curve**

Preserving the Promise: Improving the Culture of Biotech Investment critically examines why most biotech startups fail, as they emerge from universities into an ecosystem that inhibits rather than encourages innovation. This "Valley of Death" squanders our public investments in medical research and with them, the promise of longer and healthier lives. The authors explicate the Translation Gap faced by early stage biotech companies, the result of problematic technology transfer and investment practices, and provide specific prescriptions for improving translation of important discoveries into safe and effective therapies. In Preserving the Promise, Dessain and Fishman build on their collective experience as company founders, healthcare investor (Fishman) and physician/scientist (Dessain). The book offers a forward-looking, critical analysis of "conventional wisdom" that encumbers commercialization practices. It exposes the self-defeating habits of drug development in the Valley of Death, that waste money and extinguish innovative technologies through distorted financial incentives. Explains why translation of biotech discovery into medicine succeeds so infrequently that it's been dubbed the Valley of Death Uncovers specific decision-making strategies that more effectively align incentives, improving clinical and financial outcomes

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for investors, inventor/entrepreneurs, and patients  
Examines the critical, early stages of commercialization, where technology transfer offices and Angels act as gatekeepers to development, and where tension between short-term financial and long-term clinical aspirations sinks important technologies  
Deconstructs the forces driving biotech, recasts them in a proven conceptual framework, and offers practical guidance for making the system better

### **The History Manifesto**

A predictable pattern of success Entrepreneurs who have read early drafts of *The Start-Up J Curve* responded, "I wish I had this book years ago." A start-up unfolds in a predictable pattern; the more aware entrepreneurs are of this pattern, the better able they will be to capitalize on it. Author Howard Love calls this pattern the start-up J Curve: The toughest part of the endeavor is the time between the actual start of a new business and when the product and model are firmly established. *The Start-Up J Curve* gives entrepreneurs the tools they need to get through the early challenges so they can reach the primary value creation that lies beyond. Love brings thirty-five years of start-up experience to this comprehensive guide to starting a business. He outlines the six predictable stages of start-up growth and details the activities that should be undertaken at each stage to ensure success and to avoid common pitfalls. Instead of feeling lost and confused after a setback, start-up founders and investors can anticipate the challenges, overcome the obstacles, and ride the curve to the

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top.

### **Open Innovation 2.0**

Designing Clinical Research sets the standard for providing a practical guide to planning, tabulating, formulating, and implementing clinical research, with an easy-to-read, uncomplicated presentation. This edition incorporates current research methodology—including molecular and genetic clinical research—and offers an updated syllabus for conducting a clinical research workshop. Emphasis is on common sense as the main ingredient of good science. The book explains how to choose well-focused research questions and details the steps through all the elements of study design, data collection, quality assurance, and basic grant-writing. All chapters have been thoroughly revised, updated, and made more user-friendly.

### **The Startup Way**

If there's a software startup company in your developer heart, this is the book that will make it happen. The Web Startup Success Guide is your one-stop shop for all of the answers you need today to build a successful web startup in these challenging economic times. It covers everything from making the strategic platform decisions as to what kind of software to build, to understanding and winning the Angel and venture capital funding game, to the modern tools, apps and services that can cut months off development and marketing cycles, to how

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startups today are using social networks like Twitter and Facebook to create real excitement and connect to real customers. Bob Walsh, author of the landmark *Micro-ISV: From Vision to Reality*, digs deep into the definition, financing, community-building, platform options, and productivity challenges of building a successful and profitable web application today.

### **The Art of the Start**

This book is open access under a CC BY 4.0 license. Presenting rigorous and original research, this volume offers key insights into the historical, cultural, social, economic and political forces at play in the creation of world-class ICT innovations in Kenya. Following the arrival of fiber-optic cables in 2009, *Digital Kenya* examines why the initial entrepreneurial spirit and digital revolution has begun to falter despite support from motivated entrepreneurs, international investors, policy experts and others. Written by engaged scholars and professionals in the field, the book offers 15 eye-opening chapters and 14 one-on-one conversations with entrepreneurs and investors to ask why establishing ICT start-ups on a continental and global scale remains a challenge on the “Silicon Savannah”. The authors present evidence-based recommendations to help Kenya to continue producing globally impactful ICT innovations that improve the lives of those still waiting on the sidelines, and to inspire other nations to do the same.



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