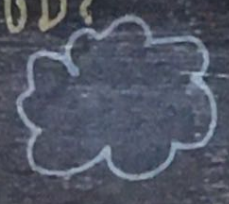


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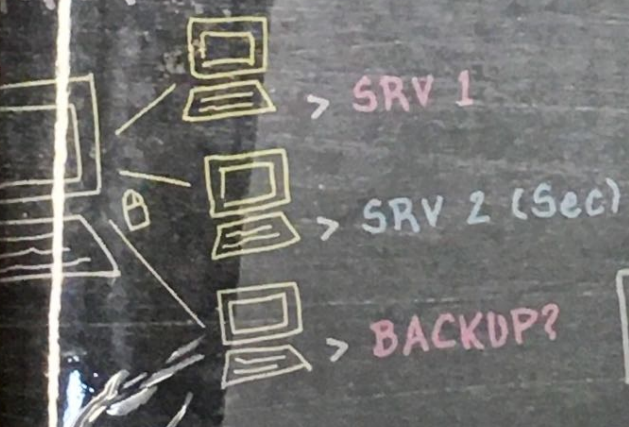
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---> CUSTOMER DEVELOPMENT



How to Take a Company from **Concept** to **Creation**

MVP



in **54** Hours



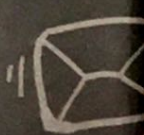
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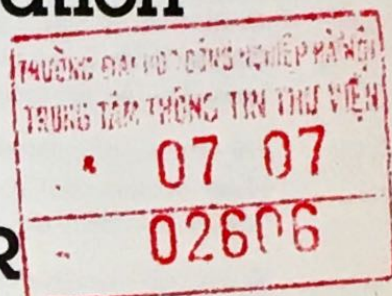
Co-Directors, StartupWeekend.org



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How to Take a Company
from **Concept** to **Creation**
in 54 Hours

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Contents

<i>Foreword</i>	<i>Carl Schramm and Steve Blank</i>	<i>xi</i>
<i>Preface</i>		<i>xxi</i>
<i>Acknowledgments</i>		<i>xxv</i>
<i>Introduction: Why Starting Up Is All about Trust and Empowerment</i>		<i>1</i>
<i>Marc Nager and Clint Nelsen</i>		<i>3</i>
<i>How Trust Led Us to the Greatest Adventure of Our Lives</i>		<i>7</i>
<i>Franck Nouyrigat</i>		<i>9</i>
<i>How We Empower People to Get the Most Out of Startup Weekend</i>		<i>13</i>
<i>Why You Have to Have Trust to Be a Successful Entrepreneur</i>		<i>15</i>
<i>1. No Talk, All Action: Action-Based Networking You Must Join a Team</i>		<i>21</i>
		<i>26</i>

<i>Breaking Down Barriers</i>	31
<i>Taking Advantage of High-Energy, Low-Risk Settings</i>	34
<i>Get Out of Your Bubble</i>	38
<i>If Not an Actual Startup, at Least Always</i>	
<i>Build Relationships</i>	43
<i>Diversity of Backgrounds Is Key</i>	45
<i>How Do You Keep the Momentum Going?</i>	47
2. <i>Good Ideas Need Great Teams: Pitch for Talent</i>	
<i>Not for Funding</i>	51
<i>The Magic of 60 Seconds</i>	54
<i>Deliver a Solution with One Sentence</i>	57
<i>Build a Team</i>	60
<i>What You Need—Talent and Energy</i>	61
3. <i>Experiential Education: Step Outside Your Comfort</i>	
<i>Zone While Working Together as a Team</i>	67
<i>The Importance of Context, Deadlines,</i>	
<i>and Instant Feedback</i>	71
<i>Braindump</i>	74
<i>So You Have a Viable Idea—Now What?</i>	77
<i>Learning by Doing</i>	79
<i>Risk Mitigation</i>	81
<i>Allocating Tasks</i>	83
<i>Recognizing Failure</i>	86
<i>The Three Main Criteria</i>	90
4. <i>The Startup Business Model: Adapt, Stay Lean,</i>	
<i>and Reiterate</i>	95
<i>The Customer Development Revolution</i>	102
<i>Getting Lean, Staying Agile, Preparing to Pivot</i>	107
<i>Communication Is Key</i>	112
<i>Stick with the Basics</i>	115
<i>The Missing Pieces of the Entrepreneur's Curriculum</i>	118

5. Mapping the Startup Ecosystem and Subversive Reconstruction	121
<i>The Entrepreneurship Leap</i>	124
<i>The Cofounder Leap</i>	126
<i>The Startup Leap</i>	130
<i>The Funded Leap</i>	133
<i>The Scaling Leap</i>	135
<i>External Growth Leap</i>	136
<i>Leaping More Often</i>	137
<i>The Future of Startup Weekend</i>	140
<i>The Startup Foundation</i>	141
 Conclusion	 143
<i>Viva la Revolution</i>	145
<i>The Entrepreneur Culture</i>	149
<i>Your Next Iteration</i>	150
 Further Readings	 153
 Index	 159

The Art and Science of Startups in Revolutionary Times

In the future, we will look back at this decade (2010 to 2020) as the beginning of an economic revolution as significant and world-changing as the Scientific Revolution of the sixteenth century and the Industrial Revolution of the eighteenth century. We are currently standing at the beginning of the *entrepreneurial* revolution. This doesn't mean just more technology-based products (though we'll certainly get our share of those). Rather, this is a revolution that will permanently reshape business as we know it, and more importantly, change the quality of life across the entire planet for all who come after us. And organizations like Startup Weekend are at the very forefront of this groundbreaking development.

The Barriers to Entrepreneurship

Over the past 40 years, startups continued to innovate as each new wave of technology took hold. However, the *rate of innovation* was constrained by limitations we are just beginning to understand. Only in the past few years have we come to appreciate the fact that startups in the past were constrained by factors like:

1. Long technology development cycles (how long it takes to get from idea to product).
2. The high cost of getting to first customers (the cost to build the product).