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The Tech Entrepreneurs Survival Guide

The Tech Entrepreneur's Survival Guide weaves how-to, strategy development, and personal advice into a complete, practical resource for anyone thinking of, or currently involved in, a tech start up. Get this essential guide and increase your chance of profitable survival. You will avoid the scars to prove it.

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In The Tech Entrepreneur's Survival Guide, Bernd shares what he learned and what he wished he knew at the time. He explains the major phases in a technology company's life cycle, helping entrepreneurs avoid common pitfalls and survive crises when they strike.

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The Tech Entrepreneur's Survival Guide weaves how-to, strategy development, and personal advice into a complete, practical resource for anyone thinking of, or currently involved in, a tech start up. Get this essential guide and increase your chance of profitable survival. You will avoid the scars

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The Tech Entrepreneurs Survival Guide

The Tech Entrepreneur ' s Survival Guide achieves that greatness in the rich detail suited for a tech startup in general. For example, there ' s a section that describes patent types – kitchen sink, submarine, provisional, and utility. In the last patent type, Schoner

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explains the principle of patent continuations:

Tech Entrepreneur ' s Survival Guide - Small Business Trends
At a New Jersey Technology Council (NJTC) “ meet the author ”
event June 10, 2014, Bernd Schoner gave an entertaining presentation
based on his new book, “ The Tech Entrepreneur ' s Survival Guide:
How to Bootstrap Your Startup, Lead Through Tough Times, and
Cash In for Success. ” Schoner drew examples from his own startup
experience.

At NJTC, Schoner Presents "Tech Entrepreneur ' s Survival Guide"
In The Tech Entrepreneur's Survival Guide, Bernd shares what he

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learned and what he wished he knew at the time. He explains the major phases in a technology company's life cycle, helping entrepreneurs avoid common pitfalls and survive crises when they strike.

The Tech Entrepreneur's Survival Guide: How to Bootstrap ...

The Entrepreneurs Survival Guide is 12 weeks of learning, guidance, resources, and community to help you navigate this uncertain time. Learn actionable tips and strategies from the hands-on experience of our CEO, Michael Dermer, who maneuvered his 500+ employee business during the 2008 financial crisis from the brink of failure to big success.

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Entrepreneur Survival Guide

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The Tech Entrepreneurs Survival Guide

Being an entrepreneur is a thrilling and rewarding experience. But getting your business off the ground requires a lot more than just a bright idea. The Tech Entrepreneur ' s Survival Guide provides the tools and insight you need to defy the odds and build a profitable tech startup from the ground up. Buy The Book Learn More

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Bernd Schoner

The Tech Entrepreneur ' s Survival Guide weaves how-to, strategy development, and personal advice into a complete, practical resource for anyone thinking of, or currently involved in, a tech start up. Get this essential guide and increase your chance of profitable survival. You will avoid the scars to prove it.

The Tech Entrepreneur's Survival Guide: How to Bootstrap ...
The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash In for Success.
McGraw-Hill, 2014.

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The Tech Entrepreneur's Survival Guide: How to Bootstrap ...

In The Tech Entrepreneur's Survival Guide, founder Bernd Schoner reflects on his experience starting up ThingMagic, an early RFID company, during the dot com bust. In the following edited book...

Most technology startups never make it to the funding stage, and only a small percentage of those that are venture-backed generate a positive return for their investors. An even smaller number of startup founders enjoy a truly prosperous exit. Bernd Schoner cofounded his tech startup during the dot-com bust, navigated it through market crises

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and internal turmoil, brought it through the global financial meltdown intact, and eventually sold it to a multibillion-dollar, multinational public technology company. In *The Tech Entrepreneur's Survival Guide*, Bernd shares what he learned and what he wished he knew at the time. He explains the major phases in a technology company's life cycle, helping entrepreneurs avoid common pitfalls and survive crises when they strike. He guides readers from the initial bootstrapping process through venture-capital financing and provides valuable advice on how to sell a technology company profitably--even in a challenging economic environment. Every chapter presents solutions to realworld issues that could otherwise have fatal consequences for a tech venture. Aspiring tech entrepreneurs will learn to: Set up shop: build the team, assemble necessary startup assets (including technology and intellectual property), get legal and financial affairs in order Secure

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capital: ask for money, nail the term sheet, ask for more money Get out: know when to sell, who to sell to, and how to make it a happy exit for all stakeholders, including the employees Written with deep insight, refreshing candor, and a dash of humor, this comprehensive guide to the often harsh realities of startup life is indispensable for entrepreneurs at any stage. PRAISE FOR THE TECH ENTREPRENEUR'S SURVIVAL GUIDE: "A genuine narrative from the field, with battle scars and self-reflection. Reading this book will help you avoid many pitfalls." -- Nicholas Negroponte, professor at the Massachusetts Institute of Technology Media Lab "There's a lot of great insights and practical advice for the entrepreneur in this book, stuff you normally won't read or hear unless you buy some hard-bitten company founder a few drinks. If you are launching a technology startup, reading this book is the thing you should do first." -- Mark Roberti, founder and

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editor in chief of RFID Journal "I wish I had read Bernd's book when we founded The Echo Nest. Bernd touches on all the major issues in the initial formation stages of a tech company and many of the

problems that come up when the company matures. If you are thinking of founding your own tech startup, read this book first." --

Tristan Jehan, cofounder of The Echo Nest "A visceral, behind-the-scenes guide to technology entrepreneurship. Bernd tells it like it is and presents a universe of solutions to tricky startup situations that can significantly improve the odds of success. Indispensable." -- Larry

Begley, cofounder and managing director at .406 Ventures "The best-laid business plans never survive contact with reality. Bernd has provided a comprehensive guide to anticipating the unexpected in the life of a startup." -- Neil Gershenfeld, professor and director of the Massachusetts Institute of Technology Center for Bits and Atoms

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The non-technical guide to building a booming tech-enabled business
Thinking of starting a technology-enabled business? Or maybe you just want to increase your technology mojo so you can do your job better? You do not need to learn programming to participate in the development of today ' s hottest technologies. But there are a few easy-to-grasp foundation concepts that will help you engage with a technical team. Starting a Tech Business explains in practical, actionable terms how to formulate and reality test new ideas package what you learn into frameworks that are highly actionable for engineers understand key foundation concepts about modern software and systems participate in an agile/lean development team as the ' voice of the customer ' Even if you have a desire to learn to program (and I highly recommend doing whatever unlocks your ' inner tinkerer '), these

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foundation concepts will help you target what exactly you want to understand about hands-on technology development. While a decade ago the barriers to creating a technology-enabled business required a pole vault, getting started today only requires a determined step in the right direction. Starting a Tech Business supplies the tools prospective entrepreneurs and business enterprises need to avoid common pitfalls and succeed in the fast-paced world of high-tech business. Successful execution requires thoughtful, evidence-based product formulation, well-articulated design, economic use of systems, adaptive management of technical resources, and empathetic deployment to customers. Starting a Tech Business offers practical checklists and frameworks that business owners, entrepreneurs, and professionals can apply to any tech-based business idea, whether you 're developing software and products or beginning a technology-enabled business.

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You 'll learn: 1. How to apply today 's leading management frameworks to a tech business 2. How to package your product idea in a way that 's highly actionable for your technical team 3. How to ask the right questions about technology selection and product architecture 4. Strategies to leverage what your technology ecosystem has to offer 5. How to carefully define the roles on your team, and then effectively evaluate candidates 6. The most common disconnects between engineers and business people and how to avoid them 7. How you can apply process design to your tech business without stifling creativity 8. The steps to avoid the most common pitfalls tech founders encounter Now is one of the best times to start a technology-enabled business, and anyone can do it with the right amount and kind of preparation. Starting a Tech Business shows you how to move a product idea to market quickly and inexpensively—and to tap into the

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Real life insights on what it takes to make it in a relationship with an entrepreneur. Entrepreneurs are always on the go, looking for the next "startup" challenge. And while they lead very intensely rewarding lives, time is always short and relationships are often long-distant and stressed because of extended periods apart. Coping with these, and other obstacles, are critical if an entrepreneur and their partner intend on staying together—and staying happy. In *Startup Life*, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his own personal experiences with his wife Amy, offering a series of rich insights into successfully leading a balanced life as a human being who wants to play as hard as he works and who wants to be as fulfilled in life and in work. With this book, Feld distills

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his twenty years of experience in this field to addresses how the village of startup people can put aside their workaholic ways and lead rewarding lives in all respects. Includes real-life examples of entrepreneurial couples who have had successful relationships and what works for them Provides practical advice for adapting to change and overcoming the inevitable ups and downs associated with the entrepreneurial lifestyle Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than twenty years While there's no "secret formula" to relationship success in the world of the entrepreneur, there are ways to making navigation of this territory easier. Startup Life is a well-rounded guide that has the insights and advice you need to succeed in both your personal and business life.

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If you are an entrepreneur anywhere on the enterprise startup journey, Survival to Thrival is for you. In the beginning, it is simply about Survival -- how not to die? With luck and hard work, it becomes about Thrival -- how do we win? This first book is about the company journey. Building enterprise startups is different. Products take longer. Go-To-Market strategies are more complex. Common wisdom on product market fit is not enough to unlock growth. There is a missing link that we call Go-To-Market Fit. Then, growth happens, and everything changes. The startup suddenly shifts from Survival mode to Thrival mode. Maddeningly, what used to work no longer works for the company and for the people. Becoming a market leader depends on everyone, including the CEO, unlearning the very things that made them successful. Survival to Thrival is a mind-meld of a three-time entrepreneur, a longtime venture capitalist, and other enterprise

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entrepreneurs, which demystifies building enterprise startups. Our mission is to help you succeed, to anticipate what is next, and most importantly, to let you know that you are not alone.

It's Time to Adapt for the New Era of Business In March of 2020, most of the world--along with our politicians--panicked. When presented with an unfamiliar threat in the form of the novel coronavirus, life as we knew it shut down. Without having a plan, we responded in a panic, with no understanding of the true risk to our health or our economy. Our collective reaction to the virus points to one crucial factor: We as a society do not question what we are told--potentially to our own detriment. This book is not about pointing fingers and laying blame. It is about building an inquisitive spirit and forming our own opinions through critical thinking. It is about considering how to

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achieve success in a new way going forward. In *Iconoclasm: A Survival Guide for the Post-Pandemic Economy*, author and iconoclast Tony Zorc outlines the strategies and insights of iconoclasm and how to not only survive but thrive in the post-pandemic economy. Iconoclasm is about unlocking doors that seem to be shut--and ushering everyone through them. In these pages as you learn about the methodology of the iconoclast, you'll discover the key to unlocking success in the current and post-pandemic panic economy, professionally and personally.

A software survival guide for non-technical entrepreneurs entering the tech space who want to reduce the uncertainty associated to starting their business, and for seed startups who require support and ideas when dealing with the daily realities of managing the software

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development process and getting a quality software application built and launched.

Success, failure, joy, pain, and rejection. Neil Senturia shares the ups and downs of his entrepreneurial life and how the lessons learned along his journey can be applied to all of our lives. The book reads like Neil talks (with the occasional four letter word!) so be prepared for a humorous and insightful read. Two hundred and twenty three of his Baby Rules are included here, and you'll have to wait for Volume 2 for the rest.

Now in its third edition, The Suitcase Entrepreneur teaches readers how to package and sell their skills to earn enough money to be able to work and live anywhere, build a profitable online business, and live life

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on their own terms. With new material pertinent to today ' s business world, readers will receive the blueprint to create their ideal lifestyle and become their own digital nomad. After eight years of working in the soul-crushing bureaucracy of the corporate world, Natalie Sisson quit her high-paying job and moved to Canada, started a blog, and cofounded a technology company. In just eighteen months she learned how to build an online platform from scratch, and then left to start her own business—which involved visiting Argentina to eat empanadas, play Ultimate Frisbee, and launch her first digital product. After five years, she now runs a six-figure business from her laptop, while living out of a suitcase and teaching entrepreneurs worldwide how to build a business and lifestyle they love. In *The Suitcase Entrepreneur* you ' ll learn how to establish your business online, reach a global audience, and build a virtual team to give you more free time, money, and

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independence. With a new introduction, as well as updated resources and information, this practical guide uncovers the three key stages of creating a self-sufficient business and how to become a successful digital nomad and live life on your own terms.

This book is written primarily for people who are creating the future high-tech world by designing, building, and marketing innovative products. More specifically, it is for all engineers, engineering managers, entrepreneurs and intapreneurs. The book provides insight into the problems entrepreneurs face and gives a model for successful startup companies in a formal checklist.

The Mom Test is a quick, practical guide that will save you time, money, and heartbreak. They say you shouldn't ask your mom

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whether your business is a good idea, because she loves you and will lie to you. This is technically true, but it misses the point. You shouldn't ask anyone if your business is a good idea. It's a bad question and everyone will lie to you at least a little . As a matter of fact, it's not their responsibility to tell you the truth. It's your responsibility to find it and it's worth doing right . Talking to customers is one of the foundational skills of both Customer Development and Lean Startup. We all know we're supposed to do it, but nobody seems willing to admit that it's easy to screw up and hard to do right. This book is going to show you how customer conversations go wrong and how you can do better.

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