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	Autore	Beverly Harlan T. <1976->
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	Nota di contenuto	Frontmatter -- Acknowledgments -- About the Author -- Contents -- Chapter 1. Introduction-Why do you want to launch a startup, anyway? -- Chapter 2. Failing to Start-What's stopping you? -- Chapter 3. Your Idea Sucks-How would you know? -- Chapter 4. Failing to Ship-Again, what's stopping you? -- Chapter 5. Nobody Cares-What can you do about it? -- Chapter 6. Somebody Cares-Yippee! Now what? -- Chapter 7. Oops, We Ran Out of Money-Funding and finance -- Chapter 8. I Got Sued-It can happen to you -- Chapter 9. Help, I'm Sinking-Controlling growth -- Chapter 10. The Press Hates Me-Bad reviews -- Chapter 11. I'm Bankrupt-Saving costs and finding profits -- Chapter 12. I Got Fired and I'm the Founder-How? -- Chapter 13. Sold!-Now what? -- Index
	Sommario/riassunto	Start-ups, like sailing vessels, do not travel in straight lines. The wind and the waves of the real world move the ship, and your start-up, in unpredictable ways. This book is designed to give you an analytical set of tools to help you navigate your start-up 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 Start-up Success will show you how to create a start-up designed to test its assumptions so those that are not worthy fail-often and fast. This book builds on modern start-up management techniques like Agile and Lean to bring an analytical and quantitative framework to the

most common start-up failures. Navigating through those failures means finding your way to start-up 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 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