

1. Record Nr.	UNINA9910787327103321
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Titolo	Disciplined entrepreneurship [[electronic resource] ] : 24 steps to a successful startup // Bill Aulet; illustrations by Marius Ursache
Pubbl/distr/stampa	Hoboken, NJ, : Wiley, 2013
ISBN	1-118-72081-4 1-118-72088-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (xvi, 272 pages) : illustrations (chiefly color)
Disciplina	658.11
Soggetti	New business enterprises - Management Entrepreneurship
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Six themes of the 24 steps. Getting started ; Market segmentation ; Select a Beachhead Market ; Build an end user profile ; Calculate the total addressable market (TAM) size for the beachhead market ; Profile the persona for the beachhead market ; Full life cycle use case ; High-level product specification ; Quantify the value proposition ; Identify your next 10 customers ; Define your core ; Chart your competitive position ; Determine the customer's decision-making unit (DMU) ; Map the process to acquire a paying customer ; Calculate the total addressable market size for follow-on markets ; Design a business model ; Set your pricing framework ; Calculate the lifetime value (LTV) of an acquired customer ; Map the sales process to acquire a customer ; Calculate the cost of customer acquisition (COCA) ; Identify key assumptions ; Define the minimum viable business product (MVBP) ; Show that "the dogs will eat the dog food" ; Develop a product plan -- Postlude : A business is more than 24 steps.
Sommario/riassunto	24 Steps to Success! Disciplined Entrepreneurship 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.

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