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| Nota di contenuto       | Intro -- Foreword by Anthony J. Tether -- Annotated Table of Contents -- Introduction -- I. The Strategic Flexibility of Startups -- Innovation and Startup Management -- Evaluating Uncertainty and Risks -- Applied Logic of Real Options -- Differentiating Innovations -- II. The Hypothesis Testing Method -- Assessing Strategic Options -- The Hypothesis Testing Framework -- Four-step Hypothesis Testing Method -- III. Startups and Economic Prosperity -- The Secret Sauce of the Israeli Miracle -- Piloting Silicon Valley -- Postwar Economic Recovery -- Afterword -- References. |
| Sommario/riassunto      | In the ever-evolving landscape of startups, risks and opportunities draw in creative and entrepreneurial individuals who strive to realise their visions. While much of this occurs concealed from the gaze of the  |

public, innovation has transformed from an enigmatic black box into a predictable and manageable process—provided one possesses the right tools and knows where to look and what actions to take. The method presented here for evaluating and managing startup risks is geared towards the uncertain world of innovative startups and enables entrepreneurs and investors to navigate it more confidently. The book introduces an agile non-cash-flow-based methodology for startup valuation, offering practitioners a holistic risk and innovativeness assessment tool enabling quantification of a startup's potential for exponential growth throughout its lifecycle. The proposed Hypothesis Testing Method covers underlying assumptions rooted in the five primary hypotheses accounting for the lifecycle stages and potential contingencies of a startup venture. This guide will be invaluable to practitioners seeking to navigate the complexities of innovation, harnessing the potential of cutting-edge startups, and shifting the traditional capital-at-risk approach towards an opportunity-at-risk mindset, fostering a healthier investment culture and facilitating the advancement of transformative technologies.

“This is an extraordinary book that unveils the secrets of navigating the world of startups and innovation. I wholeheartedly recommend this exceptional resource to practitioners seeking to contribute to the advancement of our society.” —Serhiy Kvit, President, National University of Kyiv-Mohyla Academy

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