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with Product Management in Software Startups -- 10. How Does Product Feature PrioritizationWork at Software Startups? -- 11. AI-Powered Toolchain Framework for Agile Software Development in Startups -- 12. Do Agile Practices Inhibit Innovation? -- Part 3: Business Development and Growth -- 13. Designing a SaaS Pricing Strategy Canvas: Guiding Startups Towards Structured Decision-Making -- 14. From Classrooms to Social Commerce: How 5G Is Turning Educators into Software Entrepreneurs -- 15. Digital Health Entrepreneurship: A Founder's Perspective on Ecosystem-Supported Growth -- 16. Internal Organization of Software Startups During the Scale-Up Process -- 17. Shaping the Next Generation of Entrepreneurs: Educational Strategies for Startup Business Development.

Sommario/riassunto

This book documents, analyzes, and shares the latest developments at the intersection of engineering, business, and startup strategy. It provides a comprehensive synthesis by combining empirical research, practical experience, and educational approaches to support both academic inquiry and practical application. The book is designed to inspire and enable readers to cope with the challenges and opportunities in the modern software startup landscape. To this end, it consists of three themes, each highlighting various aspects of advancements in software startups. First, Generative AI for Startups presents scientific evidence and practical experiences that illustrate how GenAI can be applied in startup operations. They discuss realized benefits as well as challenges that startups may face when adopting GenAI. Next, Product Engineering highlights advanced engineering processes for developing new products and services. This encompasses hypothesis engineering and experimentation for early-stage startups, the role of product management, and the adoption of agile methodologies in the startup context. Eventually, Business Development and Growth deals with aspects such as structured decision-making in pricing strategies, entrepreneurial opportunities created by emerging technologies, and the growth of startups supported by ecosystems. This book is designed for a diverse group of readers engaged with or affected by software startups: entrepreneurs and startup founders seeking evidence-based strategies, innovative tools, and case studies to support their ventures; developers and managers in such startups, seeking to better understand how current trends affect their roles; and lecturers aiming to develop or refine curricula on entrepreneurship and innovation.