

# Zero To One Notes On Startups Or How To Build The Future

**Zero to One Founders at Work Why Startups Fail The Art of Startups The Art of Startup Fundraising Books Summary: Zero to One: Notes on Startups, or How to Build the Future The Startup Growth Book The Payroll Book The Lean Startup School for Startups: The Breakthrough Course for Guaranteeing Small Business Success in 90 Days or Less Kings Over Aces Zero to One by Peter Thiel Why Startups Fail Straight Talk for Startups Startups in Action From Startup to Exit The Startup Way Super Founders Be a Startup Superstar Startup Opportunities Advisory Boards in Startups Startups and Downs The Soul of an Entrepreneur Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel (Trivia-On-Books) Zero to One Unicorn Tears Lost and Founder Digital Startups in Transition Economies Summary of Zero to One HBR's 10 Must Reads on Entrepreneurship and Startups (featuring Bonus Article "Why the Lean Startup Changes Everything" by Steve Blank) Startup Rising The \$100 Startup Surviving a Startup Lean B2B How to F\*ck Up Your Startup The Startup Squad Super Founders Lean Pricing The Startup Owner's Manual Startup Valuation**

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**Founders at Work Sep 29 2022 Now available in paperback—with a new preface and interview with Jessica Livingston about Y Combinator! Founders at Work: Stories of Startups' Early Days is a collection of interviews with founders of famous technology companies about what happened in the very earliest days. These people are celebrities now. What was it like when they were just a couple friends with an idea? Founders like Steve Wozniak (Apple), Caterina Fake (Flickr), Mitch Kapor (Lotus), Max Levchin (PayPal), and Sabeer Bhatia (Hotmail) tell you in their own words about their surprising and often very funny discoveries as they learned how to build a company. Where did they get the ideas that made them rich? How did they convince investors to back them? What went wrong, and how did they recover? Nearly all technical people have thought of one day starting or working for a startup. For them, this book is the closest you can come to being a fly on the wall at a successful startup, to learn how it's done. But ultimately these interviews are required reading for anyone who wants to understand business, because startups are business reduced to its essence. The reason their founders become rich is that startups do what businesses do—create value—more intensively than almost any other part of the economy. How? What are the secrets that make successful startups so insanely productive? Read this book, and let the founders themselves tell you.**

***Be a Startup Superstar Apr 12 2021 Find a job and quickly climb the ranks at a tech startup, even if you're not a techie. Are you underemployed or struggling to find a fulfilling career? Stuck on a low rung of the corporate ladder and don't see a way up anytime soon? You're not alone. Like many recent college grads and people who feel stuck in their corporate jobs, you've probably never considered working for a technology company that's just starting out, especially if you're not a tech whiz. That doesn't matter. Tech startups are desperate for talent and creativity in all kinds of fields from people with leadership skills and new ideas—people like you! If you're looking to turn your general business know-how into a wildly successful career, Be a Startup Superstar is your guide. Yes, you can love your work, feel energized by your role, and earn the income of your dreams. Author Steven Mark Kahan left his safe corporate job to join his first tech startup, and since then he has helped seven startup companies sell or go public (meaning early employees usually score big). In this breakthrough book, Steve shows you how to: Look for five key traits when choosing a tech startup Get hired at a tech startup with your existing degree, skills, and experience Develop the leadership attributes and entrepreneurial mindset that can launch you to the top Make better decisions and get better outcomes in the tech startup world and beyond Be a Startup Superstar provides the expert insider guidance you need to ignite your career by joining the tech startup revolution.***

**From Startup to Exit Jul 16 2021 Tech entrepreneurs, make your startup dreams come true by utilizing this invaluable, founder-to-founder guide to successfully navigating all phases of the tech startup journey. With the advent of the internet, mobile computing, and now AI/Machine learning and cloud computing, the number of new startups has accelerated over the last decade across tech centers in Silicon Valley, Israel, India, and China. From Startup to Exit shares the knowledge that pioneering, serial entrepreneur Shirish Nadkarni has gained from over two decades of success, detailing the practical aspects of startup formation from founding,**

funding, management, and finding an exit. With successful tech entrepreneurs interviewed and featured throughout, *From Startup to Exit* will help you: Understand exactly what tech startups must do to succeed in all phases, from idea stage to IPO. Gain invaluable insights from the journeys of other successful tech founders that can be applied to your own situation. Learn how to raise millions of dollars of funding from angels and VCs to give your company the fuel it needs to take off and succeed.

**Books Summary: Zero to One: Notes on Startups, or How to Build the Future** May 26 2022 Books Summary: Zero to One: Notes on Startups, or How to Build the Future

**Why Startups Fail** Oct 19 2021 For the want-to-be entrepreneur thinking about taking the leap, the bootstrapped entrepreneur trying to energize a business three or four years in, and the venture-backed entrepreneur trying to scale, *Why Startups Fail* shows you the key mistakes new ventures make—and how to avoid them. Nearly everyone has an idea for a product they could build or a company they could start. But eight out of 10 new businesses fail within the first three years. Even only one in ten venture-backed startups succeeds, and venture capitalists turn down some 99% of the business plans they see. The odds appear to be stacked against you! But entrepreneurs often make the same avoidable mistakes over and over. *Why Startups Fail* can help you beat the odds and avoid the pitfalls and traps that lead to early startup death. It's easy to point to successes like Apple, Google, and Facebook. But the biggest lessons can come from failure. What decisions were made, and why? What would the founders have done differently? How did one company become a billion-dollar success while another—with a better product and in the same market—fail? Drawing on personal experience as well as the wisdom of the Silicon Valley startup community, serial entrepreneur, venture capitalist, and blogger Dave Feinleib analyzes companies that have come and gone. In short, powerful chapters, he reveals the keys to successful entrepreneurship: Excellent product/market fit, passion, superb execution, the ability to pivot, stellar team, good funding, and wise spending. In *Why Startups Fail*, you'll learn from the mistakes Feinleib has seen made over and over and find out how to position your startup for success. *Why Startups Fail*: Shows venture-backed startups and boot-strappers alike how to succeed where others fail. Is equally valuable for companies still on the drawing board as well as young firms taking their first steps. Takes you through the key decisions and pitfalls that caused startups to fail and what you can learn from their failures. Covers the critical elements of entrepreneurial success.

**HBR's 10 Must Reads on Entrepreneurship and Startups (featuring Bonus Article "Why the Lean Startup Changes Everything" by Steve Blank)** May 02 2020 The best entrepreneurs balance brilliant business ideas with a rigorous commitment to serving their customers' needs. If you read nothing else on entrepreneurship and startups, read these 10 articles by experts in the field. We've combed through hundreds of articles in the Harvard Business Review archive and selected the most important ones to help you build your company for enduring success. Leading experts and practitioners such as Clayton Christensen, Marc Andreessen, and Reid Hoffman provide the insights and advice that will inspire you to: Understand what makes entrepreneurial leaders tick Know what matters in a great business plan Adopt lean startup practices such as business model experimentation Be prepared for the race for scale in Silicon Valley Better understand the world of venture capital--and know what you'll get along with VC funding Take an alternative approach to entrepreneurship: buy an existing business and run it as CEO This collection of articles includes "Hiring an Entrepreneurial Leader," by Timothy Butler; "How to Write a Great Business Plan," by William A. Sahlman; "Why the Lean Start-Up Changes Everything," by Steve Blank; "The President of SRI Ventures on Bringing Siri to Life," by Norman Winarsky; "In Search of the Next Big Thing," an interview with Marc Andreessen by Adi Ignatius; "Six Myths About Venture Capitalists," by Diane Mulcahy; "Chobani's Founder on Growing a Start-Up Without Outside Investors," by Hamdi Ulukaya; "Network Effects Aren't Enough," by Andrei Hagiu and Simon Rothman; "Blitzscaling," an interview with Reid Hoffman by Tim Sullivan; "Buying Your Way into Entrepreneurship," by Richard S. Ruback and Royce Yudkoff; and "The Founder's Dilemma," by Noam Wasserman.

**The Lean Startup** Feb 20 2022 Most startups fail. But many of those failures are preventable. The Lean Startup is a new approach being adopted across the globe, changing the way companies are built and new products are launched. Eric Ries defines a startup as an organization dedicated to creating something new under conditions of extreme uncertainty. This is just as true for one person in a garage or a group of seasoned professionals in a Fortune 500 boardroom. What they have in common is a mission to penetrate that fog of uncertainty to discover a successful path to a sustainable business. The Lean Startup approach fosters companies that are both more capital efficient and that leverage human creativity more effectively. Inspired by lessons from lean manufacturing, it relies on "validated learning," rapid scientific experimentation, as well as a number of counter-intuitive practices that shorten product development cycles, measure actual progress without resorting to vanity metrics, and learn what customers really want. It enables a company to shift directions with agility, altering plans inch by inch, minute by minute. Rather than wasting time creating elaborate business plans, The Lean Startup offers entrepreneurs—in companies of all sizes—a way to test their vision continuously, to adapt and adjust before it's too late. Ries provides a scientific approach to creating and managing successful startups in an age when companies need to innovate more than ever.

**School for Startups: The Breakthrough Course for Guaranteeing Small Business Success in 90 Days or Less**  
Jan 22 2022 The Beginner's Guide to Low-Risk Entrepreneurship You want to start your own business, but "risk" isn't your middle name. You're not alone. Many successful entrepreneurs are averse to risk--but they have learned the tricks to working around it. And now you can too, with School for Startups. This practical guide shows you how to build a business the smart way--without risking major assets such as your house, savings account, or health insurance. You'll learn how to increase your chance of success by: Funding your venture without investors Entering international markets Taking full advantage of tools on the Web Marketing your product or service for little or no cost Deploying a third party to package and ship products Taking control of an existing business or franchise The authors present hundreds of the best ideas for new businesses, along with case studies proving the effectiveness of their approach. Also included with the book is a code you can use to register for The Entrepreneur School ([www.theentrepreneurschool.com](http://www.theentrepreneurschool.com)), where you can access exclusive webinars and supplementary material.

**Zero to One by Peter Thiel** Nov 19 2021 In today's fast-paced world, it's tough to find the time to read. But with Joosr guides, you can get the key insights from bestselling non-fiction titles in less than 20 minutes. Whether you want to gain knowledge on the go or find the books you'll love, Joosr's brief and accessible eBook summaries fit into your life. Find out more at [joosr.com](http://joosr.com). What makes one startup a billion-dollar company while others fail to make it out of the starting gate? Find out why innovation is the key to startup success, and what common mistakes you can avoid to ensure entrepreneurial victory. Zero to One is an innovators guide to becoming a business success by thinking differently to the mediocrities and failures. It discusses the pitfalls of competition, the absolute necessity of creative monopolies, and the dangers of adopting globalization over technological innovation. By learning to rethink common misconceptions about business in order to create new things, you can become a startup success. You will learn: - Why the notion of luck is undermining your chances of startup success - What competition actually does to weaken capitalism in the world of business and how you can defeat it - How to protect your creative monopoly once you have established it.

**Why Startups Fail** Aug 29 2022 If you want your startup to succeed, you need to understand why startups fail. "Whether you're a first-time founder or looking to bring innovation into a corporate environment, *Why Startups Fail* is essential reading."—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of *The Lean Startup* and *The Startup Way* Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn't answer it. So he launched a multiyear research project to find out. In *Why Startups Fail*, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • Bad Bedfellows. Startup success is thought to rest largely on the founder's talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • False Starts. In following the oft-cited advice to "fail fast" and to "launch before you're ready," founders risk wasting time and capital on the wrong solutions. • False Promises. Success with early adopters can be misleading and give founders unwarranted confidence to expand. • Speed Traps. Despite the pressure to "get big fast," hypergrowth can spell disaster for even the most promising ventures. • Help Wanted. Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • Cascading Miracles. Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them. A must-read for founders at any stage of their entrepreneurial journey, *Why Startups Fail* is not merely a guide to preventing failure but also a roadmap charting the path to startup success.

**Straight Talk for Startups** Sep 17 2021 "Straight Talk for Startups memorializes age-old best practices and empowers both experienced and new investment professionals to beat the odds."—David Krane, CEO, Google Ventures "Straight Talk for Startups is filled with real, raw, and fact-based 'rules of the road' that you need to know when diving into our ultra-competitive startup world. A must read and a re-read!"—Tony Fadell, Coinventor of the iPod/iPhone & Founder of Nest Labs Veteran venture capitalist Randy Komisar and finance executive Jantoon Reigersman share no-nonsense, counterintuitive guidelines to help anyone build a successful startup. Over the course of their careers, Randy Komisar and Jantoon Reigersman continue to see startups crash and burn because they forget the timeless lessons of entrepreneurship. But, as Komisar and Reigersman show, you can beat the odds if you quickly learn what insiders know about what it takes to build a healthy foundation for a thriving venture. In *Straight Talk for Startups* they walk budding entrepreneurs through 100 essential rules—from pitching your idea to selecting investors to managing your board to deciding how and when to achieve liquidity. Culled from their own decades of experience, as well as the experiences of their many successful colleagues and friends, the rules are organized under broad topics, from "Mastering the Fundamentals" and "Selecting the Right Investors," to "The Ideal Fundraise," "Building and Managing Effective Boards," and "Achieving Liquidity." Vital rules you'll find in *Straight Talk for Startups*

include: The best ideas originate from founders who are users Create two business plans: an execution plan and an aspirational plan Net income is an option, but cash flow is a fact Don't accept money from strangers Personal wealth doesn't equal good investing Small boards are better than big ones Add independent board members for expertise and objectivity Too many unanimous board decisions are a sign of trouble Choose an acquirer, don't wait to be chosen Learn the rules by heart so you know when to break them Filled with helpful real-life examples and specific, actionable advice, *Straight Talk for Startups* is the ideal handbook for anyone running, working for, or thinking about creating a startup, or just curious about what makes high-potential ventures tick.

**Super Founders** Sep 25 2019 *Super Founders* uses a data-driven approach to understand what really differentiates billion-dollar startups from the rest—revealing that nearly everything we thought was true about them is false! Ali Tamaseb has spent thousands of hours manually amassing what may be the largest dataset ever collected on startups, comparing billion-dollar startups with those that failed to become one—30,000 data points on nearly every factor: number of competitors, market size, the founder's age, his or her university's ranking, quality of investors, fundraising time, and many, many more. And what he found looked far different than expected. Just to mention a few: Most unicorn founders had no industry experience; There's no disadvantage to being a solo founder or to being a non-technical CEO; Less than 15% went through any kind of accelerator program; Over half had strong competitors when starting--being first to market with an idea does not actually matter. You will also hear the stories of the early days of billion-dollar startups first-hand. The book includes exclusive interviews with the founders/investors of Zoom, Instacart, PayPal, Nest, Github, Flatiron Health, Kite Pharma, Facebook, Stripe, Airbnb, YouTube, LinkedIn, Lyft, DoorDash, Coinbase, and Square, venture capital investors like Elad Gil, Peter Thiel, Alfred Lin from Sequoia Capital and Keith Rabois of Founders Fund, as well as previously untold stories about the early days of ByteDance (TikTok), WhatsApp, Dropbox, Discord, DiDi, Flipkart, Instagram, Careem, Peloton, and SpaceX. Packed with counterintuitive insights and inside stories from people who have built massively successful companies, *Super Founders* is a paradigm-shifting and actionable guide for entrepreneurs, investors, and anyone interested in what makes a startup successful.

**Startups in Action** Aug 17 2021 The growing pains of a startup's initial year in business require a keen awareness of uncertainties and a willingness to adapt in order to survive. Today's new founders greatly benefit from taking a behind-the-scenes look at successful companies such as Etsy, HotelTonight, Fiverr, and more in regards to how they overcame the challenges of their first year. *Startups in Action* is your curated source for critical insights and inspiration from those who have been there before. This book documents the month-to-month journeys of these companies in their first year, zeroing in on key decisions that helped them recover from missteps, and adapt to complications, to eventually grow and succeed. Were the founders full-time from the beginning? How long did it take them to build a working prototype? How many end-users did they have in the first year? The answers to these questions are of interest to those who are just starting out and want to learn by example. Collected from interviews with the founders themselves, author JP Silva answers these questions and reveals how each of the startups charted their paths to success. *Startups in Action* is equal parts inspirational and practical, providing guidance through a foundation of relatability to help cope with situations and surprises experienced during a startup's first year. Startup discourse is rife with myths and oversimplification. Cut through the noise and learn the events, actions, and counteractions only attainable from the founders themselves. As more and more aspiring entrepreneurs are about to start their journeys, the value of knowledge about difficult choices and obstacles that companies face in their first year is critical. With *Startups in Action*, you will benefit from the invaluable knowledge of experience and be prepared to face the challenges of building a successful startup. What You Will Learn Acquire critical insights from the most successful startups, easily available and collated in one book Compare and contrast the first year journey of your startup with that of giants such as Etsy, StubHub, Fiverr, and more Learn how to build better startups by understanding what you should or should not do Who This Book Is For This book is for new and aspiring founders, and those curious to learn about the journeys of successful startups.

**The Startup Way** Jun 14 2021 Entrepreneur and bestselling author of *The Lean Startup*, Eric Ries reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century. In *The Lean Startup*, Eric Ries laid out the practices of successful startups - building a minimal viable product, customer-focused and scientific testing based on a build-measure-learn method of continuous innovation, and deciding whether to persevere or pivot. In *The Startup Way*, he turns his attention to an entirely new group of organizations: established enterprises like iconic multinationals GE and Toyota, tech titans like Amazon and Facebook, and the next generation of Silicon Valley upstarts like Airbnb and Twilio. Drawing on his experiences over the past five years working with these organizations, as well as nonprofits, NGOs, and governments, Ries lays out a system of entrepreneurial management that leads organizations of all sizes and from every industry to sustainable growth and long-term impact. Filled with in-the-field stories, insights, and tools, *The Startup Way* is an essential road map for any organization navigating the uncertain waters of the

century ahead.

**The Payroll Book Mar 24 2022** The Payroll Book is the only book that demystifies payroll with clear, concise, and real-world examples on how to tackle the process. "The Payroll Book will be a valuable resource for the small business owner as well as for the entrepreneur planning a new venture. Thorough, well-organized, and thoughtfully written, this practical guide is an essential tool for managing the payroll process." —Marilyn K. Wiley, Dean, College of Business, University of North Texas "Failing to comply with the withholding, tax remittance, and report filing requirements in handling business payroll carries a high cost. Charles' book will guide entrepreneurs through the minefields of payroll processing and reporting in language that business owners can understand. Whether you already own or are planning to start your own business, The Payroll Book is an essential tool." —James A. Smith, Past President and Chairman, Texas Society of CPAs "If accounting is something you have not paid keen attention to in your startup, then this book can demystify the whole thing for you and then some! Logically set-up and highly practical in its approach! I highly recommend this book for any startup, entrepreneur, and, frankly, anyone thinking about starting a business. That said, if you already started a business it's just as important—this is a must-read!" —Hubert Zajicek, CEO, Co-founder and Partner, Health Wildcatters "Wow! This is the most comprehensive book of its kind. I have worked in payroll for over 25 years, and I would recommend this book as a reference to anyone who has a hand in payroll. From the novice just entering the field to the seasoned veteran, there is something in this book for everyone." —Romeo Chicco, President, PayMaster

**Zero to One: Notes on Startups, or How to Build the Future by Peter Thiel (Trivia-On-Books) Nov 07 2020**  
**The \$100 Startup Feb 29 2020** Lead a life of adventure, meaning and purpose—and earn a good living. "Thoughtful, funny, and compulsively readable, this guide shows how ordinary people can build solid livings, with independence and purpose, on their own terms."—Gretchen Rubin, author of the #1 New York Times bestseller *The Happiness Project* Still in his early thirties, Chris Guillebeau completed a tour of every country on earth and yet he's never held a "real job" or earned a regular paycheck. Rather, he has a special genius for turning ideas into income, and he uses what he earns both to support his life of adventure and to give back. Chris identified 1,500 individuals who have built businesses earning \$50,000 or more from a modest investment (in many cases, \$100 or less), and focused on the 50 most intriguing case studies. In nearly all cases, people with no special skills discovered aspects of their personal passions that could be monetized, and were able to restructure their lives in ways that gave them greater freedom and fulfillment. Here, finally, distilled into one easy-to-use guide, are the most valuable lessons from those who've learned how to turn what they do into a gateway to self-fulfillment. It's all about finding the intersection between your "expertise"—even if you don't consider it such—and what other people will pay for. You don't need an MBA, a business plan or even employees. All you need is a product or service that springs from what you love to do anyway, people willing to pay, and a way to get paid. Not content to talk in generalities, Chris tells you exactly how many dollars his group of unexpected entrepreneurs required to get their projects up and running; what these individuals did in the first weeks and months to generate significant cash; some of the key mistakes they made along the way, and the crucial insights that made the business stick. Among Chris's key principles: If you're good at one thing, you're probably good at something else; never teach a man to fish—sell him the fish instead; and in the battle between planning and action, action wins. In ancient times, people who were dissatisfied with their lives dreamed of finding magic lamps, buried treasure, or streets paved with gold. Today, we know that it's up to us to change our lives. And the best part is, if we change our own life, we can help others change theirs. This remarkable book will start you on your way.

**The Startup Owner's Manual Jul 24 2019** More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you: • Avoid the 9 deadly sins that destroy startups' chances for success • Use the Customer Development method to bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

**Digital Startups in Transition Economies Jul 04 2020** This book responds to the growing demand for a scientific approach to the concept of startups, which are a manifestation of the digital revolution and an innovation-driven economy. With a focus on digital enterprises, the author presents empirical research carried out over 4 years in collaboration with the Startup Poland Foundation, and provides a developed

universal definition of a startup. This book highlights the necessity of a clear definition, in order for startups to be treated as a permanent economic phenomenon, rather than a temporary whim. Addressing the crucial need for an effective startup management methodology and more education on this form of entrepreneurship, *Digital Startups in Transition Economies* offers guidance for those researching entrepreneurship and innovation, as well as entrepreneurs, public institutions, startup accelerators and technology transfer centres.

**The Startup Growth Book Apr 24 2022 50+ Proven Ways to Scale Your Business Without a Marketing Budget** Marketing is consistently considered one of the main reasons that startups fail, and every year, tens of thousands of businesses close simply because they didn't prioritize marketing early enough. The problem is that many startup founders believe they cannot do any real marketing until they can afford it, and that's simply not true, because Marketing doesn't have to cost a dime! After 15 years handling growth for startups, Andrew Lee Miller, an accomplished, early-stage startup marketing expert, who's taken three young companies to multi-million dollar exits, found that there were tons of valuable growth strategies that could be implemented that don't cost anything. Bootstrapped Marketing, Growth Hacking, Organic Marketing and more, all refer to the lesser known ways of attaining scalable growth for your business without a large "war chest" for paid advertising, and Andrew has spent over a decade developing, testing, and proving out the best of the best strategies that actually work. The Startup Growth Book then is the culmination of Andrew's 15+ years of in-the-trenches startup growth experience and is the only business book out there that actually teaches entrepreneurs and marketers how to build sustainable, scalable growth, channel by channel, with zero advertising budget. Tried and tested by Andrew himself, this book directly draws from Andrew's experiences scaling over 100 startups in over a dozen nations and languages. This book is ideal for young marketers who want to learn cutting-edge tactics from a master, as well as new businesses that want to grow organically and prove traction without spending cash on Paid Advertising. For the first time ever, Andrew will show you how to scale organically using 10 different channels. Learn exactly how to launch and scale these channels without spending money: \* Public Relations across all major media channels \* Search Engine Optimization so people can discover you organically \* Email Marketing to master the most effective means of marketing communication \* Social Media Marketing and Influencer Marketing done right ... and more. After reading this book, you will be able to implement these lessons to drive growth in your business without needing to outsource to a Marketing agency, hire a marketing team, or even run any Facebook ads. Dozens of companies have already implemented Andrew's growth hacking tactics, and have scaled to millions of dollars in revenue.

**Advisory Boards in Startups Feb 08 2021** The author shows that advisory boards in technology-based startups have seven different roles and functions: control, advice, networking, signalling, capital provision, co-management, coordination. It is shown that venture capital investors try to influence the importance of these roles in favour of control, coordination and co-management. Contrary to this, the satisfaction of founders as well as advisory board members increases with a higher importance of advice, networking and signalling. This analysis provides both qualitative and quantitative empirical data on the usage of those boards in practice.

**Startup Rising Mar 31 2020** Despite the world's elation at the Arab Spring, shockingly little has changed politically in the Middle East; even frontliners Egypt and Tunisia continue to suffer repression, fixed elections, and bombings, while Syria descends into civil war. But in the midst of it all, a quieter revolution has begun to emerge, one that might ultimately do more to change the face of the region: entrepreneurship. As a seasoned angel investor in emerging markets, Christopher M. Schroeder was curious but skeptical about the future of investing in the Arab world. Travelling to Dubai, Cairo, Amman, Beirut, Istanbul, and even Damascus, he saw thousands of talented, successful, and intrepid entrepreneurs, all willing to face cultural, legal, and societal impediments inherent to their worlds. Equally important, he saw major private equity firms, venture capitalists, and tech companies like Google, Intel, Cisco, Yahoo, LinkedIn, and PayPal making significant bets, despite the uncertainty in the region. With *Startup Rising*, he marries his own observations with the predictions of these tech giants to offer a surprising and timely look at the second stealth revolution in the Middle East—one that promises to reinvent it as a center of innovation and progress.

**Zero to One Oct 07 2020 "EVERY MOMENT IN BUSINESS HAPPENS ONLY ONCE.** The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. And the next Mark Zuckerberg won't create a social network. If you are copying these guys, you aren't learning from them. It's easier to copy a model than to make something new: doing what we already know how to do takes the world from 1 to n, adding more of something familiar. But every time we create something new, we go from 0 to 1. The act of creation is singular, as is the moment of creation, and the result is something fresh and strange. *Zero to One* is about how to build companies that create new things. It draws on everything I've learned directly as a co-founder of PayPal and Palantir and then an investor in hundreds of startups, including Facebook and SpaceX. The single most powerful pattern I have noticed is that successful people find value in unexpected places, and they do this by thinking about business from first principles instead of formulas. Ask not, what would Mark do? Ask: WHAT VALUABLE COMPANY IS NOBODY BUILDING? "--

**Lean B2B Dec 29 2019** « This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gereaa, CEO & Co-founder, UsabilityChefs Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps: • Assess the market potential of opportunities to find the right opportunity for your team • Find early adopters, quickly establish credibility and convince business stakeholders to work with you • Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision • Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit • Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation « The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze **★★★★ 86% of Readers Rated it 5-Stars** **★★★★** « Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » - Jonathan Gebauer, Founder, exploreB2B « Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies « Probably the most slept on book in the Lean startup market right now.... There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen... literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur « The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software « This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » - Paul Gillin, Co-Author, Social Marketing to the Business Customer

**Surviving a Startup Jan 28 2020** Steve Hoffman, CEO of Founders Space, prepares entrepreneurs to avoid mistakes, overcome obstacles, and master the skills necessary to make the right choices along their path to success. The fact is, over 90 percent of all new startups fail. Every entrepreneur must face this harsh reality and learn to master it if they hope to survive and wind up on top. In *Surviving a Startup*, Hoffman brings readers on a wild ride, sharing with them the tumultuous journey of launching a venture-funded startup and revealing what it takes to make it. In this one-of-a-kind guide, you will learn: A deep analysis and insights into the major challenges every entrepreneur faces when launching a business. How to make the best possible decisions and deal with crisis situations. Strategies for raising capital and growing a business, even when it seems impossible. Secrets on how to manage difficult employees, demonstrate leadership, and overcome disasters. Essential traits that enable startup founders to survive and succeed. The best way to develop innovative products, conduct guerilla marketing campaigns, obtain PR, and outmaneuver competitors. How to recruit the best talent, manage highly efficient teams, and motivate employees, even with little to no money. The steps necessary to transform an idea into a robust, rapidly growing business. As the captain of one of the world's leading startup incubators and accelerators, Steve knows what it's like to be on the front lines, how tough it can get when the battle turns against the entrepreneur, and what it takes to taste victory and overcome seemingly impossible odds. *Surviving a Startup* is a must read for entrepreneurs considering taking the best first steps for a new venture.

**The Soul of an Entrepreneur Dec 09 2020** An award-winning business writer dismantles the myths of entrepreneurship, replacing them with an essential story about the experience of real business owners in the modern economy. We're often told that we're living amidst a startup boom. Typically, we think of apps built by college kids and funded by venture capital firms, which remake fortunes and economies overnight. But in reality, most new businesses are things like restaurants or hair salons. Entrepreneurs aren't all millennials -- more often, it's their parents. And those small companies are the fabric of our economy. *The Soul of an Entrepreneur* is a business book of a different kind, exploring our work but also our passions and hopes. David Sax reports on the deeply personal questions of entrepreneurship: why an immigrant family risks everything to build a bakery; how a small farmer fights to manage his debt; and what it feels like to rise and fall with a business you built for yourself. This book is the real story of entrepreneurship. It confronts both success and failure, and shows how they can change a human life. It captures the inherent freedom that entrepreneurship brings, and why it matters.

**The Startup Squad Oct 26 2019** Girls mean business in a brand-new series about friendship and entrepreneurship that Katherine Applegate, Newbery Medal-winning author of *The One and Only Ivan*, calls "A great read!" All the great leaders had to start somewhere. And Teresa ("Resa" for short) is starting with the lemonade stand competition her teacher assigned to the class—but making it a success is going to be a lot harder than Resa thinks. The prize: line-skipping tickets to Adventure Central. The competition: Val, Resa's middle school nemesis. And the biggest obstacle to success: Resa's own teammates. Harriet is the class clown, Amelia is the new girl who thinks she knows best, and Didi is Resa's steadfast friend—who doesn't know the first thing about making or selling lemonade. The four of them quickly realize that the recipe for success is tough to perfect—but listening to each other is the first step. And making new friends

might be the most important one... The back of each book in this middle-grade series features tips from the Startup Squad and an inspirational profile of a girl entrepreneur! An Imprint Book "An inspiring story about entrepreneurial girls. I loved this story of girls finding their way in the world of entrepreneurship." —Ann M. Martin, author of the Baby-Sitters Club series and Newbery Honor winner A Corner of the Universe "The Startup Squad encourages girls to dream big, work hard, and rely on each other to make good things happen. It teaches them how to succeed—and reminds all of us that girls mean business!"—Sheryl Sandberg, COO of Facebook and founder of LeanIn.Org and OptionB.Org "A great read that is fast-paced, fun, and empowering. The Startup Squad comes complete with a treasure trove of tips for starting a business." —Katherine Applegate, Newbery Medal-winning author of The One and Only Ivan This title has common core connections.

**Startup Valuation Jun 22 2019** This book offers a primer on the valuation of startups. Innovative startups are characterized by high growth potential that usually absorbs liquidity. This is unattractive for traditional banks, replaced by other specialized intermediaries such as venture capital or private equity funds, which diversify their portfolio basing their strategies on a multi-year exit. Startups coexist in an evolving ecosystem with established firms, to which they transfer innovativeness, technology, flexibility, and time-to-market speed, contributing to reinvent the business models and receiving from mature firms feedback on the current market features, the existing clients, and their unsatisfied needs. The valuation paradigms represent a central issue for any start-upper seeking external finance, either from family and friends or through a wider professional placement. This book, complemented by practical cases (concerning, for instance, FinTechs, digital platforms, and e-Health applications) offers a guide to practitioners, students, and academics about the trendy valuation patterns of the startups based on their strategic business planning

**Startups and Downs Jan 10 2021** Entrepreneurship is a cycle of failures and recoveries—hopefully with more successes than not. This national bestseller is about resilience and navigating the process. How do the best entrepreneurs think about failure—as it's happening and in hindsight—and ultimately win? Today's media is replete with stories about major entrepreneurial successes, IPOs (initial public offerings), mergers, and acquisitions. Reporters and readers alike have also been captivated by the stories of entrepreneurial failures, downfalls, and massive exits (think Travis Kalanick, Elizabeth Holmes, and Doug Evans). However, entrepreneurship is rarely linear, and a lot happens between the headlines and reality. Entrepreneurship is a cycle of failures and recoveries—hopefully with more successes than not. **Start-Ups and Downs: The Secrets of Resilient Entrepreneurs** shares the wisdom of one entrepreneur who successfully disrupted an entire industry but felt as if she was never prepared for what came next. Mona Bijoor has created a guidebook for navigating the process, from pitching with power to coping with competition, with inspiring stories from respected entrepreneurs, including Nat Turner, cofounder and CEO of Flatiron Health; Courtney Nichols Gould, founder and co-CEO of SmartyPants Vitamins; and Stephen Kuhl, cofounder and CEO of Burrow, intended to lift up anyone determined to keep pushing forward. This book is about resilience. How do the best entrepreneurs think about failure—as it's happening and in hindsight—and ultimately win?

**Super Founders May 14 2021** "Every VC is chasing a unicorn—those billion dollar companies that fundamentally change their industries, and every entrepreneur certainly wants to become one. For **Super Founders**, author Ali Tamaseb gathered and analyzed 40,000 data points about the 200+ unicorns founded since 2005 and found out what these billion dollar companies and their founders actually looked like. And you'll be surprised by what he discovered. Half of unicorn founders are over 35. Most founders don't have any directly relevant work experience in the industry they're disrupting. There's no disadvantage to being a solo founder. Sixty percent of billion dollar companies are started by repeat entrepreneurs, many of whom already have at least one \$50M+ exit under their belt. And over half of unicorns were competing with multiple incumbents at the time of their founding. What we thought we knew about these companies doesn't turn out to be true, which has serious implications for both the kinds of startups that get funding and the for the kinds of people who decide to start companies in the first place. **Super Founders** gives readers an unprecedented look not just at what the data tells us about the world's most successful startups and the people who create them, but also at those companies and founders themselves, many of which are not well-known among the general public. A blend of data, analysis, stories and exclusive interviews, the book is a paradigm-shifting guide for entrepreneurs and the investment community. You may look more like a Super Founder than you think!"--

**Lost and Founder Aug 05 2020** Rand Fishkin, the founder and former CEO of Moz, reveals how traditional Silicon Valley "wisdom" leads far too many startups astray, with the transparency and humor that his hundreds of thousands of blog readers have come to love. Everyone knows how a startup story is supposed to go: A young, brilliant entrepreneur has a cool idea, drops out of college, defies the doubters, overcomes all odds, makes billions, and becomes the envy of the technology world. This is not that story. It's not that things went badly for Rand Fishkin; they just weren't quite so Zuckerberg-esque. His company, Moz, maker of marketing software, is now a \$45 million/year business, and he's one of the world's leading experts on SEO. But his business and reputation took fifteen years to grow, and his startup began not in a Harvard dorm room but as a mother-and-son family business that fell deeply into debt. Now Fishkin pulls back the curtain

on tech startup mythology, exposing the ups and downs of startup life that most CEOs would rather keep secret. For instance: A minimally viable product can be destructive if you launch at the wrong moment. Growth hacking may be the buzzword du jour, but initiatives can fizzle quickly. Revenue and growth won't protect you from layoffs. And venture capital always comes with strings attached. Fishkin's hard-won lessons are applicable to any kind of business environment. Up or down the chain of command, at both early stage startups and mature companies, whether your trajectory is riding high or down in the dumps: this book can help solve your problems, and make you feel less alone for having them.

**The Art of Startups** Jul 28 2022 Startups constantly face the challenge of how to make an impact given their initial small size and limited resources. Nine out of ten startups fail and more than fifty percent do not reach past the five-year mark. The few that do manage to survive can quickly find themselves swamped in the oversaturated market, unable to make any decent progress. So how can they establish themselves among their immediate competitors, let alone defeat larger, more established companies? Is the story of David and Goliath still relevant in the modern business world? "The Art of Startups" offers its readers unique and viable solutions to all the problems small startups face especially in their early stages. By the end of the book the reader will be able to apply effectively a new set of war strategies to break through into the market, to master new technologies and innovations, to negotiate fruitful alliances and, ultimately, to become a better leader.

**Summary of Zero to One Jun 02 2020 Your Best Year Ever: A 5-Step Plan for Achieving Your Most Important Goals by Michael Hyatt - Book Summary - Abbey Beathan**

**How to F\*ck Up Your Startup** Nov 27 2019 WALL STREET JOURNAL BESTSELLER Every business owner dreams of success, but the majority of businesses are doomed to fail. This book offers a journey through the pitfalls that cause 90% of companies to crash—and the crucial remedies entrepreneurs can use to avoid (or fix) them. Kim Hvidkjær was 29 years old when he became a millionaire. Two years later, after a cluster of disasters, he found himself basically broke. Now, having rebuilt his fortune as the founder of several successful enterprises and studied thousands of failed startups, Hvidkjær has become an expert in failure: what it means, what it looks like, and the strategies that business owners can use to prevent it. In *How to F\*ck Up Your Startup*, he takes us on an entertaining and enlightening journey through the complex patterns of failure in the life cycle of a business, covering: Attitude mistakes Business model missteps Market research snafus Funding and financial blunders Product development errors Organization oversights Sales slip-ups Growing pains Most important, he tackles what to do when your business has gone wrong. Hvidkjær fleshes out a tangible, usable blueprint for entrepreneurs looking to learn (the easy way) from the mistakes of businesses gone before. Chock-full of easy-to-follow business lessons that will keep you from f\*cking up your startup, this down-to-earth guide offers crucial, actionable advice for seasoned business owners and startup founders alike. A masterclass in failure, *How to F\*ck Up Your Startup* is required reading for reaching success.

**Kings Over Aces** Dec 21 2021 Are you an entrepreneur, venture capitalist or startup investor? Or are you an investor who wants to get into venture capital and startup investments? What if you had the opportunity to be a startup investor in the next Facebook, Uber, Google or Airbnb? Now, you can invest in top startups and entrepreneurs like Elon Musk, Steve Jobs and Bill Gates. For years, angel investing and venture capital have been behind closed doors with the same individuals and VC firms getting access to top deals. The majority of accredited investors had no idea how to get in... how to get access to these deals... until now. *Kings Over Aces* gives you an inside look at how you too can invest in startups and put your investment capital to work. We show you how to invest in startups from incubators like Y Combinator, 500 Startups, TechStars and AngelPad. There are many billion dollar startups across the country waiting for entrepreneurs like you to invest. You'll also learn about Angel Kings' proprietary formula on startup investing. This secret formula is changing the way private equity and venture capital investments happen. Whether you're a new angel investor, venture capitalist, accredited investor, private equity investor, startup founder, or just someone who wants to learn about the hottest emerging deals and how you can get access, read *Kings Over Aces*... you might just make a lot of money investing in companies you love. If you've been sitting on the sidelines, it's time to get in the game. Instead of hearing about that next big deal and how your friend made money because he invested "early in X," now is your time to profit from the astronomical rise in startup and VC investing. Entrepreneurs are ready to meet venture capitalists just like you. We discuss investing concepts like the Lean Startup method by Eric Ries, discuss how to beat investors from shows like ABC's "Shark Tank," and provide detailed analysis of startups metrics such as cash flow, revenue, burn rate, exponential growth and company valuations. In addition, we analyze startups from Angel List, which is a growing platform for investing under the SEC's JOBS Act. You too can be the next billionaire startup investor.

**Startup Opportunities** Mar 12 2021 Start strong with essential early-stage guidance from the VC perspective *Startup Opportunities* is the go-to guide for anyone with a great business idea. Whether it's your first business or your fifth, realistic assessment from the outset can save you a lot of time and money; why pour your heart and soul into a venture that is doomed to fail? Instead, position yourself to win from the very beginning. In this book, accomplished venture capitalists share their insight on startups and entrepreneurs:

who will fail, who will succeed and why, and what you should do to give your business the very best shot at becoming a global success story. You'll learn how to evaluate your business with a critical eye, and how early customer development can be key in turning a good idea into a great opportunity. If you're serious about building a business that lasts, this book provides invaluable guidance that you really cannot miss. More than five million people will launch a business this year, and many of them will be great ideas—yet few will be around in five years, and even fewer in ten years. A great idea is not enough to build a successful business. You need to fortify your idea with the proper foundation, and a scaffolding of good planning and early action. This book shows you how. Assess your business's viability using the 10x Rule Learn when you can quit your day job—or not Take the key steps to making your business succeed Discover the opportunities worth selling everything for This expert author team has witnessed more than 30,000 pitches over two decades, and have participated in over 500 startup launches. Startup Opportunities gives you the benefit of their experience to help you start strong and stay strong.

**Zero to One Oct 31 2022 #1 NEW YORK TIMES BESTSELLER** • “This book delivers completely new and refreshing ideas on how to create value in the world.”—Mark Zuckerberg, CEO of Meta “Peter Thiel has built multiple breakthrough companies, and Zero to One shows how.”—Elon Musk, CEO of SpaceX and Tesla The great secret of our time is that there are still uncharted frontiers to explore and new inventions to create. In Zero to One, legendary entrepreneur and investor Peter Thiel shows how we can find singular ways to create those new things. Thiel begins with the contrarian premise that we live in an age of technological stagnation, even if we're too distracted by shiny mobile devices to notice. Information technology has improved rapidly, but there is no reason why progress should be limited to computers or Silicon Valley. Progress can be achieved in any industry or area of business. It comes from the most important skill that every leader must master: learning to think for yourself. Doing what someone else already knows how to do takes the world from 1 to n, adding more of something familiar. But when you do something new, you go from 0 to 1. The next Bill Gates will not build an operating system. The next Larry Page or Sergey Brin won't make a search engine. Tomorrow's champions will not win by competing ruthlessly in today's marketplace. They will escape competition altogether, because their businesses will be unique. Zero to One presents at once an optimistic view of the future of progress in America and a new way of thinking about innovation: it starts by learning to ask the questions that lead you to find value in unexpected places.

**Lean Pricing Aug 24 2019 Pricing is hard as it determines your market position, whether your customers buy from you and whether you can provide the level of service required by those customers Lean Pricing is a practical toolkit that will positively influence your pricing strategy, revealing insights in the different pricing methods and tactics used by successful companies. You will discover a great number of case studies where these methods are successfully applied which will help you set-up or optimize your current pricing strategy. This book will answer the following key questions:** • What price can you ask? • What pricing strategy will you adopt? • Whether you launched a startup or work for a big tech company is not important. As long as you believe that pricing plays a key role in your success, this book will provide the guidance, insights and inspiration you need. Lean Pricing is part of the Lean series, a series of books tackling the challenges that technology entrepreneurs and companies are facing. A must-have for startups ! **EXCERPT** The aim of this book is to provide insights in the different pricing methods, strategies and tactics to set pricing, as well as plenty of case studies where these methods are successfully applied. This is not a book for people that are looking for complex economic theories around price setting. It is rather a no-nonsense, ready-to-apply comprehensive guide for creating and reviewing your pricing strategy that will serve as a work of reference for a long time to come. **ABOUT THE AUTHOR** Omar Mohout is a Growth Engineer. He is an expert in building repeatable, scalable customer acquisition engines for born-on-the-web companies. Omar is an entrepreneur that turned startup advisor & mentor.

**The Art of Startup Fundraising Jun 26 2022 Startup money is moving online, and this guide shows you how it works. The Art of Startup Fundraising takes a fresh look at raising money for startups, with a focus on the changing face of startup finance. New regulations are making the old go-to advice less relevant, as startup money is increasingly moving online. These new waters are all but uncharted—and founders need an accessible guide. This book helps you navigate the online world of startup fundraising with easy-to-follow explanations and expert perspective on the new digital world of finance. You'll find tips and tricks on raising money and investing in startups from early stage to growth stage, and develop a clear strategy based on the new realities surrounding today's startup landscape. The finance world is in a massive state of flux. Changes are occurring at an increasing pace in all sectors, but few more intensely than the startup sphere. When the paradigm changes, your processes must change with it. This book shows you how startup funding works, with expert coaching toward the new rules on the field. Learn how the JOBS Act impacts the fundraising model Gain insight on startups from early stage to growth stage Find the money you need to get your venture going Craft your pitch and optimize the strategy Build momentum Identify the right investors Avoid the common mistakes Don't rely on the "how we did it" tales from superstar startups, as these stories are unique and applied to exceptional scenarios. The game has changed, and playing by the old rules only gets you left behind. Whether you're founding a startup or looking to invest, The Art of Startup Fundraising**

provides the up-to-the-minute guidance you need.

**Unicorn Tears Sep 05 2020** The real-world secrets to startup success Unicorn Tears is the smart entrepreneur's guide to startups. A full 92% of startups fail in the first three years — but failure is not inevitable. Most of these companies self-sabotage, unconsciously eliminating any chance at success before they even get started. It's not the economy, it's not politics, it's not external factors; failure comes from within. This book shows you how to be one of the unicorns — one of the 8% who make it. Be prepared to unlearn everything you thought you knew about startups, as author Jamie Pride busts the harmful myths that lead so many companies to failure. Drawing upon his history as a venture capitalist, he reveals what investors want to see and hear, and what final factor puts your venture firmly into the "yes" column. Pride understands what matters in startups, and what gets in the way; his Hollywood Method for start-up success gives you a proven formula based on the tried-and-true framework Hollywood uses to make movies that succeed around the globe. Case studies illustrate what success looks like on the ground, and brings a global perspective to successful entrepreneurship and the strategies that help your business grow. Learn the truth behind the eight myths of startups Adopt a proven formula for success based on Hollywood blockbusters Craft a winning pitch to bring investors — and capital — over to your side Gain real-world perspective on startups and future trends Everyone wants their business to succeed, but wanting means nothing without a solid plan and the means to implement it. Unicorn Tears helps you set yourself up for success, and gives you the tools to forge your path to the top.