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# Disciplined Entrepreneurship 24 Steps To A Successful Startup

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Workbook for Aspiring Entrepreneurs  
 How to Build a Well-Lived, Joyful Life  
 Agile with Guts  
 How to Be an Inclusive Leader  
 The Step-By-Step Guide for Building a Great Company  
 How MIT's Unique Culture Created a Thriving Entrepreneurial Community  
 Anticipating and Avoiding the Pitfalls That Can Sink a Startup  
 Fundamentals of Entrepreneurial Finance  
 The Third Wave  
 The Startup Owner's Manual  
 The Power of Clarity  
 What Investors Really Want from Entrepreneurs  
 Why Entrepreneurs Fail  
 An Insider's Perspective  
 Nail it Then Scale it  
 IT Leadership in the Age of Agility  
 The Right It  
 Everything You Need to Launch and Grow Your New Business  
 Free Innovation  
 CMMI for Services  
 Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams  
 The Startup Community Way  
 Review and Analysis of Aulet's Book  
 Burn Your Business Plan!  
 And Other Unapologetic Rules for Game-Changing Entrepreneurs  
 Disciplined Entrepreneurship Workbook  
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 The Great CEO Within: The Tactical Guide to Company Building  
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 The Coding Manual for Qualitative Researchers  
 Take Action, Embrace Uncertainty, Create the Future  
 The Harvard Business Review Entrepreneur's Handbook  
 Accelerating B2B Sales for Startups  
 24 Steps to a Successful Startup  
 A Doer's Manifesto for Starting from a Hunch, Prototyping Problems, Scaling Up, and Learning to Be Productively Wrong  
 What entrepreneurs and investors should do before launching a lean start-up  
 From the Basement to the Dome  
 An Entrepreneur's Vision of the Future

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## MARIANA CULLEN

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Workbook for Aspiring Entrepreneurs Nisi Institute  
 Innovating is for doers: you don't need to wait for an earth-shattering idea, but can build one with a hunch and scale it up to impact. Innovation is the subject of countless books and courses, but there's very little out there about how you actually innovate. Innovation and entrepreneurship are not one and the same, although aspiring innovators often think of them that way. They are told to get an idea and a team and to build a show-and-tell for potential investors. In *Innovating*, Luis Perez-Breva describes another approach—a doer's approach developed over a decade at MIT and internationally in workshops, classes, and companies. He shows that to start innovating it doesn't require an earth-shattering idea; all it takes is a hunch. Anyone can do it. By prototyping a problem and learning by being wrong, innovating can be scaled up to make an impact. As Perez-Breva

demonstrates, "no thing is new" at the outset of what we only later celebrate as innovation. In *Innovating*, the process—illustrated by unique and dynamic artwork—is shown to be empirical, experimental, nonlinear, and incremental. You give your hunch the structure of a problem. Anything can be a part. Your innovating accrues other people's knowledge and skills. Perez-Breva describes how to create a kit for innovating, and outlines questions that will help you think in new ways. Finally, he shows how to systematize what you've learned: to advocate, communicate, scale up, manage innovating continuously, and document—"you need a notebook to converse with yourself," he advises. Everyone interested in innovating also needs to read this book.

*How to Build a Well-Lived, Joyful Life* Matthias Hilpert  
 The Founder's Dilemmas examines how early decisions by entrepreneurs can make or break a startup and its team. Drawing on a decade of research, including quantitative data on almost ten thousand founders as well as inside stories of founders like

Evan Williams of Twitter and Tim Westergren of Pandora, Noam Wasserman reveals the common pitfalls founders face and how to avoid them.

*Agile with Guts* Bloomsbury Publishing

Outlines a path to success based on creativity and problem solving despite the changing economic climate and future uncertainty.

**How to Be an Inclusive Leader** Addison-Wesley

How entrepreneurs find the next big thing—and make it huge. The era of easy money and easy jobs is officially over. Today, we're all entrepreneurs, and the tides of change threaten to capsizes anyone who plays it safe. Taking risks is the name of the game—but how can you tell a smart bet from a stupid gamble? Andy Kessler has made a career out of seeing the future of business, as an analyst, investment banker, venture capitalist, and hedge fund manager. He evaluated the business potential of the likes of Steve Jobs and Michael Dell before they were Steve Jobs and Michael Dell. His eye for what's next is unparalleled. Now Kessler explains how the world's greatest entrepreneurs don't just start successful companies—they overturn entire industries. He offers twelve surprising and controversial rules for these radical entrepreneurs, such as: ? Eat people: Get rid of worthless jobs to create more wealth for everybody ? Create artificial scarcity for virtual goods ? Trust markets to make better decisions than managers Whether you're at a big corporation or running a small business, you're now an entrepreneur. Will you see change coming and grab on to opportunity or miss the boat?

The Step-By-Step Guide for Building a Great Company John Wiley & Sons

Disciplined Entrepreneurship Workbook John Wiley & Sons

How MITs Unique Culture Created a Thriving Entrepreneurial Community Lulu.com

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. For more please visit <http://disciplinedentrepreneurship.com/>

**Anticipating and Avoiding the Pitfalls That Can Sink a Startup** SAGE

NOTICE: Using a great collection of case studies this book is designed to help new and serial entrepreneurs to: - Learn that failure can be a positive- Learn that failure is normal. 18 of 20 startups may fail- Learn how to avoid mistakes made by others- Learn how to cope with failure and persevere- Learn that failure should be used as a starting point for growth and not an end- Learn that if you do fail, do not quit, keep moving forward Ultimately the reader will be provided with information that they can use to convert failure into a win! Every chapter includes a brief intro by the author, a relatable story, and concludes with Recommendations based on practitioner's real-life experiences. Also, some outstanding contemporary books and videos compiled here as Recommendations for a rich source of

research by the author. In the real-world of business, there are NEVER any guarantees. However, with the right help, the entrepreneur, the CEO can WIN!

**Fundamentals of Entrepreneurial Finance** John Wiley & Sons

Named by The Washington Post as one of the 11 Leadership Books to Read in 2018 When it comes to recruiting, motivating, and creating great teams, Patty McCord says most companies have it all wrong. McCord helped create the unique and high-performing culture at Netflix, where she was chief talent officer. In her new book, *Powerful: Building a Culture of Freedom and Responsibility*, she shares what she learned there and elsewhere in Silicon Valley. McCord advocates practicing radical honesty in the workplace, saying good-bye to employees who don't fit the company's emerging needs, and motivating with challenging work, not promises, perks, and bonus plans. McCord argues that the old standbys of corporate HR—annual performance reviews, retention plans, employee empowerment and engagement programs—often end up being a colossal waste of time and resources. Her road-tested advice, offered with humor and irreverence, provides readers a different path for creating a culture of high performance and profitability. *Powerful* will change how you think about work and the way a business should be run.

**The Third Wave** Disciplined Entrepreneurship Workbook

A leading innovation scholar explains the growing phenomenon and impact of free innovation, in which innovations developed by consumers and given away “for free.” In this book, Eric von Hippel, author of the influential *Democratizing Innovation*, integrates new theory and research findings into the framework of a “free innovation paradigm.” Free innovation, as he defines it, involves innovations developed by consumers who are self-rewarded for their efforts, and who give their designs away “for free.” It is an inherently simple grassroots innovation process, unencumbered by compensated transactions and intellectual property rights. Free innovation is already widespread in national economies and is steadily increasing in both scale and scope. Today, tens of millions of consumers are collectively spending tens of billions of dollars annually on innovation development. However, because free innovations are developed during consumers' unpaid, discretionary time and are given away rather than sold, their collective impact and value have until very recently been hidden from view. This has caused researchers, governments, and firms to focus too much on the Schumpeterian idea of innovation as a producer-dominated activity. Free innovation has both advantages and drawbacks. Because free innovators are self-rewarded by such factors as personal utility, learning, and fun, they often pioneer new areas before producers see commercial potential. At the same time, because they give away their innovations, free innovators generally have very little incentive to invest in diffusing what they create, which reduces the social value of their efforts. The best solution, von Hippel and his colleagues argue, is a division of labor between free innovators and producers, enabling each to do what they do best. The result will be both increased producer profits and increased social welfare—a gain for all.

*The Startup Owner's Manual* Princeton University Press

It's not enough to say that the CIO is the geek who wears the suit, IT leaders must, now more than ever, take a seat at the table. In *A Seat at the Table*, CIO Mark Schwartz explores the role of IT leadership as it is now and opens the door to reveal IT leadership as it should be—an integral part of the value creation engine. With wit and an easy style, Schwartz reveals that the only way to become an Agile IT leader is to be courageous—to throw off the attitude and assumptions that have kept CIOs from taking their rightful seat at the table. CIOs, step on up, your seat at the table is waiting for you.

*The Power of Clarity* FT Press

3 indispensable insider's guides to entrepreneurship: powerful skills, insights, and confidence-builders you won't find anywhere else! Three books bring together today's most indispensable lessons for entrepreneurs: specific guidance you can use right now to beat the odds and launch a high-profit, high-growth business that lasts! *The Truth About Starting a Business* reveals 53 bite-size, easy-to-use techniques for choosing the right business, location, and entry strategy... planning, funding, hiring, and executing a successful launch... implementing effective financial management and marketing... doing all that, and still maintaining a healthy personal life! *So, You Want to Start a Business?: 8 Steps to Take Before Making the Leap* gives you all the knowledge, tools, and hands-on advice you need to avoid 8 "killer mistakes" that cause most business failures. Unlike most books for entrepreneurs, this one focuses on the most crucial operational issues associated with consistent profitability – from product/service design to pricing, finding and keeping great employees to managing growth. Nothing theoretical here: this is fast-paced, 100% practical advice you can use right now. Finally, *What's Stopping You?: Shatter the 9 Most Common Myths Keeping You from Starting Your Own Business* helps you get past the myths that keep potential entrepreneurs from making the leap, and gain all the practical skills and confidence you need to succeed. This book's packed with case studies of "ordinary" people building great businesses – and practical techniques you can use, too – every step of the way! From world-renowned leaders and experts, including Bruce Barringer, Edward D. Hess, Charles D. Goetz, and R. Duane Ireland

*What Investors Really Want from Entrepreneurs* Berrett-Koehler Publishers

The essential companion to the book that revolutionized entrepreneurship *Disciplined Entrepreneurship Workbook* provides a practical manual for working the 24-step framework presented in *Disciplined Entrepreneurship*. Unlocking key lessons and breaking down the steps, this book helps you delve deeper into the framework to get your business up and running with a greater chance for success. You'll find the tools you need to sharpen your instinct, engage your creativity, work through hardship, and give the people what they want—even if they don't yet know that they want it. Real-world examples illustrate the framework in action, and case studies highlight critical points that can make or break you when your goal is on the line. Exercises and assessments help you nail down your strengths, while pointing out areas that could benefit from reinforcement—because when it comes to your business, "good enough" isn't good enough—better is always better. *Disciplined Entrepreneurship* transformed the way that professionals think about starting a company, and this book helps you dig into the proven framework to make your business dreams a reality. Delve deeper into the 24 steps to success Innovate, persevere, and create the product people want Internalize lessons learned from real-world entrepreneurs Test your understanding with exercises and case studies The book also includes new material on topics the author has found to be extremely useful in getting the most value out of the framework including Primary Market Research, Windows of Opportunity and Triggers. The book also introduces the *Disciplined Entrepreneurship Canvas* to track your progress on this journey. Starting a company is a serious undertaking, with plenty of risk and sacrifice to go around—so why not minimize the risk and make the outcome worth the sacrifice? Author Bill Aulet's 24-step framework is proven to build a successful business; the key is in how well you implement it. *Disciplined Entrepreneurship Workbook* helps you master the skills, tools, and mindset you need to get on your path to success.

*Why Entrepreneurs Fail* John Wiley & Sons

ROAD TEST YOUR IDEA BEFORE YOU LAUNCH YOUR LEAN START-UP Thinking about starting a new business? Stop! Is there a genuine market for your idea? Do you really want to compete in that industry? Are you the right person to pursue it? No matter how talented you are or how much capital you have, if you're pursuing a fundamentally flawed opportunity then you're heading for failure. So before you launch your lean start-up, take your idea for a test drive and make sure it has a fighting chance of working. Now in its fifth edition, *The New Business Road Test* is the essential handbook for anyone wanting to launch a start-up. The new and fully updated case studies – Ella's Kitchen, Whole Foods, eBay and more – and 'seven domains' framework will help you avoid impending disaster and enhance your chances of achieving your entrepreneurial dreams. This book will help you answer the live-or-die questions: · Are the market and industry attractive? · Does the opportunity offer both customer benefits as well as competitive and economic sustainability? · Can you deliver the results you seek? The accompanying app (available on iTunes and Android) makes it easy to assemble all the evidence you need for your road test, wherever you are.

[www.newbusinessroadtest.com](http://www.newbusinessroadtest.com)

*An Insider's Perspective* Pearson UK

Organizations are stressed. Innovation and global competition have become the source of relentless pressure and customers have never had higher expectations. Corporate efforts to improve everyday productivity and boost profits are producing diminishing returns. Yet a new frontier of enormous opportunity to improve results is hidden in plain sight. According to a Fortune 500 study, as much as 80% of working time is lost to tiresome meetings, unclear expectations, difficult decisions and other wasteful delays. Overcoming the lack of clarity behind this waste - on both an individual and organizational basis - would reap huge rewards. In *The Power of Clarity*, Ann Latham exposes the unrecognized confusion and explains how to eliminate it. This fascinating guide to workplace productivity and effectiveness draws upon extensive research and case studies to demonstrate how you can get better results in far less time while also increasing confidence and commitment.

*Nail it Then Scale it* Knopf

CMMI® for Services (CMMI-SVC) is a comprehensive set of guidelines to help organizations establish and improve processes for delivering services. By adapting and extending proven standards and best practices to reflect the unique challenges faced in service industries, CMMI-SVC offers providers a practical and focused framework for achieving higher levels of service quality, controlling costs, improving schedules, and ensuring user satisfaction. A member of the newest CMMI model, CMMI-SVC Version 1.3, reflects changes to the model made for all constellations, including clarifications of high-maturity practices, alignment of the sixteen core process areas, and improvements in the SCAMPI appraisal method. The indispensable CMMI® for Services, Second Edition, is both an introduction to the CMMI-SVC model and an authoritative reference for it. The contents include the complete model itself, formatted for quick reference. In addition, the book's authors have refined the model's introductory chapters; provided marginal notes to clarify the nature of particular process areas and to show why their practices are valuable; and inserted longer sidebars to explain important concepts. Brief essays by people with experience in different application areas further illustrate how the model works in practice and what benefits it offers. The book is divided into three parts. Part One begins by thoroughly explaining CMMI-SVC, its concepts, and its use. The authors provide robust information about service concepts, including a discussion of lifecycles in



service environments; outline how to start using CMMI-SVC; explore how to achieve process improvements that last; and offer insights into the relationships among process areas. Part Two describes generic goals and practices, and then details the complete set of twenty-four CMMI-SVC process areas, including specific goals, specific practices, and examples. The process areas are organized alphabetically by acronym and are tabbed for easy reference. Part Three contains several useful resources, including CMMI-SVC-related references, acronym definitions, a glossary of terms, and an index. Whether you are new to CMMI models or are already familiar with one or more of them, this book is an essential resource for service providers interested in learning about or implementing process improvement.

*IT Leadership in the Age of Agility* Createspace Independent Publishing Platform

Fundamentals of Entrepreneurial Finance provides a comprehensive introduction to entrepreneurial finance, showing how entrepreneurs and investors jointly turn ideas into valuable high-growth start-ups. Marco Da Rin and Thomas Hellmann examine the challenges entrepreneurs face in obtaining funding and the challenges investors face in attracting promising ventures. They follow the joint journey of entrepreneurs and investors from initial match to the eventual success or failure of the venture. Written with the goal of making entrepreneurial finance accessible, this book starts with the basics, develops advanced topics, and derives practical insights. Da Rin and Hellmann build on academic foundations from several disciplines and enrich the text with data, mini-cases, examples, and exercises.

**The Right It** MIT Press

Workbook for Aspiring Entrepreneurs Curious about entrepreneurship, but not sure where to start? This workbook is designed in by LaunchX to guide people of all ages and backgrounds through the process of founding a company. LaunchX has worked in collaboration with MIT on developing materials and programs for aspiring entrepreneurs for over 5 years, including having an online course with enrollment in the hundreds of thousands. Unleash Your Inner Entrepreneur will provide you with inspiration to explore an entrepreneurial path and tools to overcome the initial challenges of building a business. From developing new business ideas and doing market research to designing and testing your offering and pitching, this course follows LaunchX's successful approach to entrepreneurship that leverages MIT's Disciplined Entrepreneurship, lean methodologies, and design thinking. Activities will challenge you to get you to get into the community to make a real impact. No previous business or entrepreneurship experience needed. Embark on your entrepreneurial journey now! Learn more about LaunchX at our website: <http://launchx.com>

**Everything You Need to Launch and Grow Your New Business** Meadows Publishing

Get the real guidance you need to create and build your first startup company from founders who have been there many times before. The first run printing of *The Startup Playbook* SOLD OUT! So, we revised, expanded, and improved this second edition, including a new foreword by Brad Feld, author of *Venture Deals*. We still give our personal, how-to guide for building your startup from the ground up. You'll find a collection of the major lessons and shortcuts we've learned that will shift the odds in your favor. We're sharing our tips, secrets, and advice in a frank, founder-to-founder discussion with you. We make no bones about our bias. We're on your side, the founder's side. While venture capitalists, investors, and accelerators/incubators can add great value in the startup ecosystem, this book isn't about their points of view. We'll tell you where our interests as founders diverge from those on

the other side of the table—investors, bankers, advisors, board members, and others—and what to do when that happens. *The Startup Playbook* is not a recipe, it's not a template, it's not a list of tasks to do. It's our insider's guide to starting a company and running it successfully in those critical early months. Between us, we've started over a dozen high-tech software companies and raised over \$500 million in investment capital. We've acquired over thirty-five companies, had three of our startups go public, sold six of them, and we made billions of dollars for shareholders. We've also invested in over eighty startups, advised and mentored over two hundred companies and actively worked with venture capitalists (VCs), incubators, and accelerators to help launch many other new startups. We've had plenty of failures, too. And we've probably learned more from those than from the successes. We share those lessons as well. *The Startup Playbook* is full of our advice, guidance, do's, and don'ts from our years of experience as founders many times. We want to share our hard-earned knowledge with you to make success easier for you to achieve. "This book is extraordinarily fresh and exciting. In an accessible, straight talk fashion, this book is a manual, and an inspiration. *The Startup Playbook* is smart and avoids the 'I am so smart' over-writing endemic to the genre. Read this as it is presented. You'll be doing yourself a tremendous favor."

—Amazon Reviewer

**Free Innovation** MIT Press

*The Way Forward for Entrepreneurship Around the World* We are in the midst of a startup revolution. The growth and proliferation of innovation-driven startup activity is profound, unprecedented, and global in scope. Today, it is understood that communities of support and knowledge-sharing go along with other resources. The importance of collaboration and a long-term commitment has gained wider acceptance. These principles are adopted in many startup communities throughout the world. And yet, much more work is needed. Startup activity is highly concentrated in large cities. Governments and other actors such as large corporations and universities are not collaborating with each other nor with entrepreneurs as well as they could. Too often, these actors try to control activity or impose their view from the top-down, rather than supporting an environment that is led from the bottom-up. We continue to see a disconnect between an entrepreneurial mindset and that of many actors who wish to engage with and support entrepreneurship. There are structural reasons for this, but we can overcome many of these obstacles with appropriate focus and sustained practice. No one tells this story better than Brad Feld and Ian Hathaway. *The Startup Community Way: Evolving an Entrepreneurial Ecosystem* explores what makes startup communities thrive and how to improve collaboration in these rapidly evolving, complex environments. *The Startup Community Way* is an explanatory guide for startup communities. Rooted in the theory of complex systems, this book establishes the systemic properties of entrepreneurial ecosystems and explains why their complex nature leads people to make predictable mistakes. As complex systems, value creation occurs in startup communities primarily through the interaction of the "parts" - the people, organizations, resources, and conditions involved - not the parts themselves. This continual process of bottom-up interactions unfolds naturally, producing value in novel and unexpected ways. Through these complex, emergent processes, the whole becomes greater and substantially different than what the parts alone could produce. Because of this, participants must take a fundamentally different approach than is common in much of our civic and professional lives. Participants must take a whole-system view, rather than simply trying to optimize their individual part. They must prioritize experimentation and learning over planning and execution.

Complex systems are uncertain and unpredictable. They cannot be controlled, only guided and influenced. Each startup community is unique. Replication is enticing but impossible. The race to become "The Next Silicon Valley" is futile - even Silicon Valley couldn't recreate itself. This book: Offers practical advice for entrepreneurs, community builders, government officials, and other stakeholders who want to harness the power of entrepreneurship in their city Describes the core components of startup communities and entrepreneurial ecosystems, as well as an explanation of the differences between these two related, but distinct concepts Advances a new framework for effective startup community building based on the theory of complex systems and insights from systems thinking Includes contributions from leading entrepreneurial voices Is a must-have resource for entrepreneurs, venture capitalists, executives, business and community leaders, economic development authorities, policymakers, university officials, and anyone wishing to understand how startup communities work anywhere in the world *CMMI for Services* John Wiley & Sons

We know why diversity is important, but how do we drive real change at work? Diversity and inclusion expert Jennifer Brown provides a step-by-step guide for the personal and emotional journey we must undertake to create an inclusive workplace

where everyone can thrive. Human potential is unleashed when we feel like we belong. That's why inclusive workplaces experience higher engagement, performance, and profits. But the reality is that many people still feel unable to bring their true selves to work. In a world where the talent pool is becoming increasingly diverse, it's more important than ever for leaders to truly understand how to support inclusion. Drawing on years of work with many leading organizations, Jennifer Brown shows what leaders at any level can do to spark real change. She guides readers through the Inclusive Leader Continuum, a set of four developmental stages: unaware, aware, active, and advocate. Brown describes the hallmarks of each stage, the behaviors and mind-sets that inform it, and what readers can do to keep progressing. Whether you're a powerful CEO or a new employee without direct reports, there are actions you can take that can drastically change the day-to-day reality for your colleagues and the trajectory of your organization. Anyone can—and should—be an inclusive leader. Brown lays out simple steps to help you understand your role, boost your self-awareness, take action, and become a better version of yourself in the process. This book will meet you where you are and provide a road map to create a workplace of greater mutual understanding where everyone's talents can shine.

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