Start Small, Stay Small: A Developers Guide to Launching a Startup

Filesize: 5.47 MB

Reviews

This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be play, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.
(Rene Olson)

START SMALL, STAY SMALL: A DEVELOPERS GUIDE TO LAUNCHING A STARTUP

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Numa Group, LLC. Paperback. Book Condition: New. Paperback. 212 pages. Dimensions: 8.8in. x 5.9in. x 0.7in.Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If youre a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: You dont have 6M of investor funds sitting in your bank account Youre not going to relocate to the handful of startup hubs in the world Youre not going to work 70 hour weeks for low pay with the hope of someday making millions from stock options Theres nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize source control, or connect to a database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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