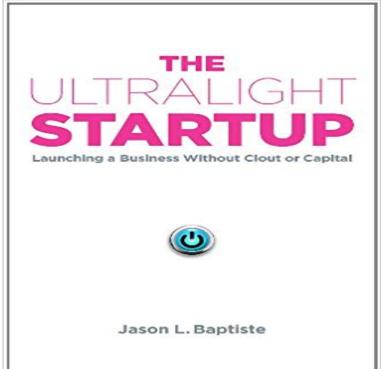
## The Ultralight Startup: Launching a Business Without Clout or Capital



When I was first starting out, I had to learn many things by trial and error, and I know I could have saved myself a lot of grief if someone had given me advice on what to do. I hope this book will help and inspire you to pursue your passion while avoiding some of the mistakes I made. Its easier than ever before to launch a startup. But in a world where barriers to entry are virtually nonexistent and everyone wants to be the next Facebook, competition is fierce. If youre just beginning and lack the money and clout to make an automatic splash, how do you differentiate yourself from all the rest?Jason Baptiste knows firsthand what it takes. After launching his first company while still in college, he cofounded his current venture, Onswipe, in his early turning twenties, it into multimillion-dollar company in less than a year. Now, drawing on his own experience as a bootstrapping but hungry entrepreneur, as well as on examples from todays most famous companies, he guides would-be tech moguls through every stage of the processfrom testing a concept to acquiring customers to determining the best pricing modelin a cheap, practical way. Among his strategies: Build the product you wish you had: Foursquare founder Dennis Crowley created an early version of his product because he wanted to keep in touch with former colleagues. It doesnt have to be sexy to make money: Dropbox took the world by storm by offering a great solution to a mundane problemonline storage. Be bold when promoting yourself: Online payment service WePay capitalized on dissatisfaction with industry leader PayPal by dumping six hundred pounds of ice in front of a developer conference. Baptiste shows you dont need an MBA, a trust fund, or even experience running your own company to become a star in the tech world. The Ultralight Startup is a comprehensive, easy-to-follow guide that will prepare any entrepreneur to take his or

her idea to the next level.

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[PDF] Only A Matter Of Time

[PDF] Every Teenagers Little Black Book on Cash (Little Black Books)

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