

Entrepreneurship An Innovators Guide To Startups And Corporate Ventures

Dado Van Peteghem, Omar Mohout

Entrepreneurship Marc H. Meyer, Frederick G. Crane, 2010-12-09 This book shows students how to build successful new enterprises: to conceive, plan, and execute on a new venture idea. Based on research findings, the authors' own experiences and their work with dozens of young entrepreneurial companies, the book shows how innovation is inextricably linked with entrepreneurship. It breaks down all the key steps necessary for success, provides in-depth cases of companies from a variety of industries (with a focus on technology firms), and includes Reader Exercises at the end of each chapter that can be used for team activities.

New Venture Creation Marc H. Meyer, Frederick G. Crane, 2013-01-04 Structured around the idea that innovation is at the core of successful entrepreneurship, *New Venture Creation: An Innovator's Guide to Startups and Corporate Ventures*, Second Edition by Marc H. Meyer and Frederick G. Crane is an insightful, applied-methods guide that establishes innovation as a necessary first step before writing a business plan or developing a financial model. With a focus on pragmatic methods, this guide helps students develop the innovative concepts and business plans they need to raise start-up capital.

New Venture Creation Marc H. Meyer, Frederick G. Crane, 2013-01-04 Structured around the idea that innovation is at the core of successful entrepreneurship, this insightful guide by Meyer and Crane establishes innovation as a necessary first step before writing a business plan or developing a financial model. With a focus on pragmatic methods for gaining industry and customer insight and translating this insight into innovative product and service solutions, Meyer and Crane help students design robust business models, financial projections, business plans, and investor presentations. *New Venture Creation* is devoted to helping students develop compelling business ideas. This is based not only on the authors' well-known research in product and service innovation, but also on their extensive experience as successful entrepreneurs and investors. In the updated Second Edition, part I guides students through six elements that comprise a clearly defined and focused venture: defining your target industry; defining your target customers; defining the needs and wants of those customers; defining winning product and service solutions; carefully designing a strong business model; determining competitive positioning, and then testing the entire concept against a small population of target customers—all before writing the plan.

Think, design, test, and learn are the guiding principles. Part II then focuses on different types of investors and the process for raising capital, creating realistic financial projections, writing a concise but powerful business plan, organizing the venture team, and creating a compelling pitch that speaks to the needs and concerns of investors. The book also includes a number of independent case studies that focus on product, service, and business model innovation—all from recent ventures by students as well as recent college or master's level graduates.

Corporate Explorer Andrew Binns, Charles A. O'Reilly, Michael Tushman, 2022-01-28 Corporate Explorers Transform Disruption Into Opportunity With This Proven Framework Innovation used to be seen as a game best left to entrepreneurs, but now a new breed of corporate managers is flipping this logic on its head. These Corporate Explorers have the insight, resilience, and discipline to overcome the obstacles and build new ventures from inside even the largest organizations. Corporate Explorers are part entrepreneurs, using innovation disciplines to jump start cutting-edge ideas, and part change leaders, capable of creating support for investment. They see that corporations already own the ideas, resources, and—critically—the talent to build new ventures. Companies like Amazon, Microsoft, Bosch, LexisNexis, and Analog Devices enable managers to put these assets to use and gain an upper hand over startups that threaten to disrupt them. Corporate Explorer is a guidebook to the practices that enable these managers to go from idea into action. It demonstrates how success is not only possible but may offer entrenched companies better odds than venture-capital backed startups. This actionable and proven framework explains how managers can become successful corporate innovators; it includes tools to: Learn how to apply innovation practices with greater discipline Turn great ideas into a full-time job as an innovation leader Experiment with and scale original business models Transform innovation programs into a thriving source of new business Attract, retain, and motivate entrepreneurial talent Energize employees by creating a realistic way to innovate These lessons come from the trailblazers of corporate innovation—Andrew Binns (Change Logic), Charles O'Reilly (Stanford Graduate School of Business), and Michael Tushman (Harvard Business School)—who have decades of experience helping entrepreneurial-minded executives activate employees to become Corporate Explorers. Entrepreneurs take notice—it's time for Corporate Explorers to set the pace and chart the course for disruption.

Corporate Venturing Dado Van Peteghem, Omar Mohout, 2018-05-31 Different strategies and tactics to accelerate innovation and growth through collaboration. This is not the hype story of how cool startups are and why you should invest in them with a fund or setup an accelerator. Corporate Venturing is so much more than CVC - Corporate Venture Capital. The aim of this book is to provide insights in the different strategies and tactics to accelerate innovation and growth through collaboration, as well as plenty of cases as examples where these models are successfully applied. This is not a book for people that are looking for complex innovation theories around venturing. Rather it's a no-nonsense, ready-to-apply comprehensive guide for creating and reviewing your corporate venturing strategy as strategic growth. The book will provide

guidance, insights, perspective and inspiration for anyone that has intrests in corporate venturing as a strategy to accelerate growth. Whether you are a large corporate or an upcoming player in the market. With cases from Ricolab, BNP Paribas Fortis, Roularta Media Group, SNCF and Cartamundi. Discover a ready-to-apply comprehensive guide for creating and reviewing your corporate venturing strategy as strategic growth. EXTRACT Attract a-typical ventures For starters, you will attract ventures that you may not have found yourself, because you're too focused on specific fields. While a company may not fit the profile you're looking for at first sight, digging deeper may reveal that they are solving the same problem in a different industry, or that they are doing breakthrough work that you hadn't even considered yet. It's a more passive approach than scouting, but you will need to keep creating content to keep it going, so don't underestimate the work. ABOUT THE AUTHORS Dado Van Peteghem is one of the leading experts in the digital sector. He is a frequent keynote speaker and entrepreneur. Dado is Founding partner at the consulting firm Duval Union Consulting, co-founder of several startups including Social Seeder, Speakersbase and TrendBase, giving more than 150 speeches per year internationally on topics as digital disruption and transformation, corporate innovation and startup thinking. Omar Mohout, currently Entrepreneurship Fellow at Sirris, is a former technology entrepreneur, a widely published technology author, C-level advisor to high growth startups as well as Fortune 500 companies and Professor of Entrepreneurship at the University of Antwerp, the Antwerp Management School, ULB and Solvay Brussels School of Economics and Management.

Technology Entrepreneurship Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, 2014-08-12 The focus of this book is on technology ventures — how they start, operate, and sometimes exit profitably. In short, it covers all the elements required to launch a successful technology company, including discussion of cutting-edge trends such as entrepreneurial method and lean startup, emphasis on the ideation process and development of an effective business plan, coverage of product and market development, intellectual property, structuring your venture, raising capital, sales and marketing, people management, and even strategies for exiting your venture. This is not another armchair book about entrepreneurship. It's a working guide for engineers and scientists who want to actually be entrepreneurs. An intense focus on product design and development, with customers and markets in mind Extensive discussion of intellectual property development, management, and protection Potent insights into marketing and selling technology products to the global marketplace Techniques for forecasting financials, raising funds, and establishing venture valuation Best practices in venture leadership and managing growth Overview of various exit strategies and how to prepare the venture for exit

Entrepreneurship in the Wild Felipe G. Massa, 2021-08-10 A learn-by-doing guide to developing, testing, and pitching a startup idea, balancing a pragmatic approach and rigorous academic content. This innovative book offers a learn-by-doing guide to entrepreneurship that balances practical advice with rigorous academic content. It introduces important concepts, provides highly engaging examples, and supplies the tools needed to put lessons into practice, creating a research-supported,

step-by-step reference for developing, testing, and pitching any startup idea. By integrating lean startup principles, design thinking, and elements of the jobs-to-be-done framework, this combination textbook-workbook allows readers to choose for themselves whether, or to what extent, to engage with theory. All of the book's ten chapters encourage hands-on effort, providing readers with easy-to-follow steps, calls to action, and attainable milestones. Aspiring entrepreneurs will find this systematic approach to be more efficient than haphazard trial and error, and much more likely to yield concrete results. Chapters begin with a mini case, offering real-world examples of each step in the process. These cases--all featuring entrepreneurs working outside the Silicon Valley bubble--include a meadery operator that turned customers into advocates by designing compelling experiences and the development of a dating app for dog lovers that found a unique niche in a crowded market. Throughout, readers are immersed in the activity of starting a business, guided not only through the successful development of a startup but also to an understanding of the principles underlying entrepreneurship. The book can be used as a text in undergraduate and graduate classes and as a reference by entrepreneurs and innovators.

The Lean Entrepreneur Brant Cooper, Patrick Vlaskovits, 2016-03-21 Leverage the framework of visionaries to innovate, disrupt, and ultimately succeed as an entrepreneur The Lean Entrepreneur, Second Edition banishes the Myth of the Visionary and shows you how you can implement proven, actionable techniques to create products and disrupt existing markets on your way to entrepreneurial success. The follow-up to the New York Times bestseller, this great guide combines the concepts of customer insight, rapid experimentation, and actionable data from the Lean Startup methodology to allow individuals, teams, or even entire companies to solve problems, create value, and ramp up their vision quickly and efficiently. The belief that innovative outliers like Steve Jobs and Bill Gates have some super-human ability to envision the future and build innovative products to meet needs that have yet to arise is a fallacy that too many fall prey to. This 'Myth of the Visionary' does nothing but get in the way of talented managers, investors, innovators, and entrepreneurs. Taking a proven, measured approach, The Lean Entrepreneur will have you engaging customers, reducing time to market and budgets, and stressing your organization's focus on the power of loyal customers to build powerhouse new products and companies. This guide will show you how to: Apply actionable tips and tricks from successful lean entrepreneurs with proven track records Leverage the Innovation Spectrum to disrupt markets and create altogether new markets Use minimum viable products to drive strategy and conduct efficient market testing Quickly develop cross-functional innovation teams to overcome typical startup roadblocks The Lean Entrepreneur is your complete guide to getting your startup moving in the right direction quickly and hyper-efficiently.

Extraordinary Entrepreneurship Stephen C. Harper, 2006-12-13 The 21st Century brings all new rules. Entrepreneurs are challenging conventional wisdom and thinking outside the box. One of the first challenges involves challenging the assumption that a business has to be big to be successful. While most of the 20th century heralded big businesses, it is clear

that businesses no longer have to be big to do big business. Now it is possible for a handful of people to operate a global business from virtually any place on the planet. Today, the keyboard has overtaken the boardroom. Financial markets, alliances, and joint ventures have eliminated the need for entrepreneurs to put up substantial capital investments. Today's businesses are driven by ideas, innovation, and execution. This book will show entrepreneurs and business leaders will provide CEOs and entrepreneurs with the tools that they will need to become leaders in their market.

Technology Entrepreneurship Thomas N. Duening, Robert A. Hisrich, Michael A. Lechter, 2009-10-21 Recognizing the unique needs of the technology startup, Duening focuses on intellectual property development, funding, and marketing/selling more than other texts in this market. Extensive use of technology examples, case studies, and assignments keeps the book relevant and motivating for engineering students. Rich in case studies, examples, and in-chapter elements that focus on the challenges of launching and operating a technology venture In-depth examination of intellectual property development, valuation, deal structuring, and equity preservation, issues of most relevance to technology start-ups Extensive discussion of technology management and continuous innovation as a competitive advantage Addresses the issue of leading, managing, motivating, and compensating technical workers More time on the fundamentals of marketing and selling, as these are elements of entrepreneurship commonly most neglected by engineers and scientists

Startup Communities Brad Feld, 2012-09-06 An essential guide to building supportive entrepreneurial communities Startup communities are popping up everywhere, from cities like Boulder to Boston and even in countries such as Iceland. These types of entrepreneurial ecosystems are driving innovation and small business energy. Startup Communities documents the buzz, strategy, long-term perspective, and dynamics of building communities of entrepreneurs who can feed off of each other's talent, creativity, and support. Based on more than twenty years of Boulder-based entrepreneur turned-venture capitalist Brad Feld's experience in the field?as well as contributions from other innovative startup communities?this reliable resource skillfully explores what it takes to create an entrepreneurial community in any city, at any time. Along the way, it offers valuable insights into increasing the breadth and depth of the entrepreneurial ecosystem by multiplying connections among entrepreneurs and mentors, improving access to entrepreneurial education, and much more. Details the four critical principles needed to form a sustainable startup community Perfect for entrepreneurs and venture capitalists seeking fresh ideas and new opportunities Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than twenty years Engaging and informative, this practical guide not only shows you how startup communities work, but it also shows you how to make them work anywhere in the world.

Startup Navigator Dietmar Grichnik, Manuel Hess, 2020-09-27 This core text and practical handbook presents a dynamic start-up framework with building blocks and steps to help readers to increase the success rate of their new venture. Taking a data-driven, iterative, and evidential approach, it guides readers to collect their own data at every stage, helping them to

make strong business decisions based on empirical facts and develop their venture in a systematic way. Throughout the learning and venture creation process users will be supported by a multitude of handy tools and techniques. Cutting edge research is applied to practice to help users maximise their chances of entrepreneurial success and gain a critical understanding of the issues at hand. Drawing on the latest industry trends and tools, Start Up Navigator offers a state-of-the-art guide to new venture creation. It will be the ideal text for aspiring entrepreneurs keen to boost the success of their venture. It is also highly suitable for university students studying courses on entrepreneurship, new venture creation and start-up management at undergraduate, postgraduate and MBA level.

New Venture Creation Marc H. Meyer, 2014

From Idea to Success: The Dartmouth Entrepreneurial Network Guide for Start-Ups Gregg Fairbrothers, Tessa M. Winter, 2011-08-19 Turn Your Great Idea into a Thriving Business! "A guide that sets first-time entrepreneurs' feet in the right direction." Geoffrey Moore, author, Crossing the Chasm "There are many books on entrepreneurship, but this is one of the few that will convert individuals to entrepreneurs." Desh Deshpande, founder, Deshpande Center for Technological Innovation, MIT; chairman, A123 Systems; cochair, National Council for Innovation and Entrepreneurship About the Book: Are you among the many Americans who dream of starting a business but think you don't know how? Help has arrived . . . For generations, Dartmouth College and the Tuck School of Business have influenced and driven global entrepreneurship. Dartmouth firsts include the world petroleum industry, technological breakthroughs like artificial intelligence and BASIC computer language, as well as popular products, such as the Nerf football and the game Cranium. Today a key resource for the Dartmouth Community is the Dartmouth Entrepreneurial Network (DEN), which helps anyone from undergraduates to faculty to alumni get their ideas off the ground and into the marketplace. In From Idea to Success, entrepreneur, professor, and DEN founder Gregg Fairbrothers takes you step by proven step through the DEN approach, showing you how to apply the same principles to make your vision a reality. If you have an idea—any idea—from major technology innovations, to consumer products or services, to social enterprises, From Idea to Success shows you how to bring it to fruition. This A to Z guide based on the startup experiences of literally hundreds of entrepreneurs makes the process simple as possible by breaking it down into three distinct parts: Step 1: Focusing and Refining Your Idea Define your goals, pinpoint your market, protect your idea, manage the risks in your undertaking Step 2: Business Planning Best Practices Create a business plan, build your team, learn about the competition, raise finances, get the important legal issues right the first time Step 3: Managing Your Company Build your negotiating, selling, and decision-making skills; manage your finances; correct your course; manage the transition to a healthy, growing business Building a vibrant company based on your own creativity and hard work is one of the most fulfilling human enterprises there is. With this book and your own experience you can think and act like a successful entrepreneur from the very start.

Concise Guide to Entrepreneurship, Technology and Innovation David B. Audretsch, Christopher S. Hayter, Albert N. Link, 2015-09-25 This landmark book will be the first port of call for any student or scholar seeking a brief introduction to each of the fundamental topics in entrepreneurship, technology, and innovation. Written by the top international scholars in their field, this book has an encyclopedic range; from academic entrepreneurship to valuing an entrepreneurial enterprise. Each chapter provides an informed overview of the topic and references in each chapter guide the reader to the more advanced literature. Students of entrepreneurship, technology, and innovation as well as those who wish to have an introduction to the scope of this field of study will benefit from this exemplary collection.

High-tech Ventures C. Gordon Bell, John E. Mcnamara, 1991-07-22 This book is written primarily for people who are creating the future high-tech world by designing, building, and marketing innovative products. More specifically, it is for all engineers, engineering managers, entrepreneurs and intapreneurs. The book provides insight into the problems entrepreneurs face and gives a model for successful startup companies in a formal checklist.

Startup William J. Stolze, 1989

The Entrepreneur's Guide to Risk and Decisions Thomas G. Pittz, Eric W. Liguori, 2020-01-02 Becoming a successful entrepreneur is impossible without accepting risk - the question is which risk to take and at what time. This guide offers practical, no-nonsense advice for marketing and financing your business, bringing on partners and employees, and launching your business as inexpensively and aggressively as possible.

Hungry Start-up Strategy Peter S. Cohan, 2012-11-05 Entrepreneurs are hungry. But it's not just because they're living on ramen and adrenaline while they pour their all into their business. Peter Cohan has found it's something deeper: a hunger to create the kind of world they want to work in. To leave a legacy, they build carefully with limited resources and maintain control of the venture's direction. For years, students have told Cohan that the seminal business strategy guide, Michael Porter's *Competitive Strategy*, was too big-company focused. So Cohan—who once worked with Porter—has written the first business strategy book to address start-ups' very different challenges. Cohan focuses on six key start-up choices—setting goals, picking markets, raising capital, building teams, gaining market share, and adapting to change—explaining the unique rules start-ups must follow. For example, when setting goals, large corporations try to maximize their long-term return on equity, but resource-poor start-ups have to plan by setting a series of short-term goals—and how they do this will mean the difference between blazing a trail or flaming out. When entering a new market, well-fed companies can invest substantial time and capital before ever launching a product, but hungry start-ups must get an adequate prototype in front of customers fast, get feedback, and quickly develop a viable business model or they'll starve to death. For each of these six areas, Cohan provides a decision-making approach and lively case studies of what actual entrepreneurs have done. He extracts hard-hitting lessons not only for start-ups but also for investors and even established companies. *Hungry Start-up Strategy* offers a

full menu of vital information for anyone seeking to cook up a thriving business from scratch.

Designing the Successful Corporate Accelerator Jules Miller, Jeremy Kagan, 2021-03-16 Accelerators can be powerful tools to build and transform businesses in a short period of time, which is why they have spread like wildfire in the corporate world. Designing the Successful Corporate Accelerator gives readers the tools to design, create, and manage successful corporate accelerators that achieve results time and time again. Authors Jules Miller and Jeremy Kagan are seasoned professionals in this space, and combine global market research, interviews with accelerator leaders, and their own experience launching and running accelerators to share what works—and what doesn't. The first half of the book takes a broader look at corporate innovation as a whole and how accelerators fit in, then the second half offers practical advice for how to launch, run, and manage world-class accelerator programs. Perfect for executives, employees, founders, investors, intrapreneurs, and entrepreneurs, Designing the Successful Corporate Accelerator is a practical guidebook for anyone with a passion for corporate innovation and entrepreneurship.

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