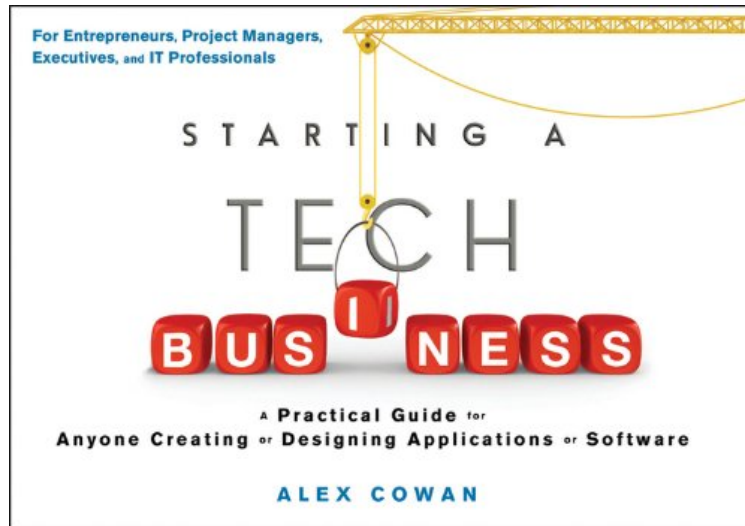


Starting a Tech Business: A Practical Guide for Anyone Creating or Designing Applications or Software

Alex Cowan

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Alex Cowan : Starting a Tech Business: A Practical Guide for Anyone Creating or Designing Applications or Software before purchasing it in order to gauge whether or not it would be worth my time, and all praised Starting a Tech Business: A Practical Guide for Anyone Creating or Designing Applications or Software:

6 of 6 people found the following review helpful. Good book for techies. By Tinkovate I will recommend this book to any techies who are interested to understand how to successfully sell their tech or apps. It provides good tips on how to avoid some mistakes made by startups and some advice on how to minimize your opportunity costs, through various interesting analogies in every chapter. Being a Computer Science student, this book is particularly helpful for many of my projects as I will treat my team as if I was really running a business; how to delegate tasks to people, how timing is of utmost importance etc.. Even if you are not an inspiring technopreneur, this book gives good tips on about just any business. Although the shape of the book is odd and it doesn't fit into my bookshelf, I suppose that shouldn't be a limiting factor. 5 Stars for the win, Alex Cowan! 0 of 0 people found the following review helpful. The most practical and efficient approach to building a software company. By jacobespa Alex Cowan's Starting A Tech Business is the most straightforward guide to building a sustainable technology company. After reading Steve Blank's Four Steps to the Epiphany and his follow up book with Bob Dorf The Startup Owner's Manual I felt overwhelmed by the breadth of material covered and battled staying focused on developing a product versus completing each aspect of Customer Development and Validation. Like Eric Ries' Lean Startup, Cowan clearly presents the value of Customer Development through the lens of a Lean approach, but Cowan quickly diverges with rich case studies, clear decision making processes and takeaways. Further benefiting the efficiency and digestibility of Starting A Tech Business are clean page layouts with well-organized information that distill the various philosophies of Lean Startup, Customer Development, Agile and Design Thinking into a practical and complementary approach for entrepreneurs. Starting A Tech Business is an excellent resource for new and season entrepreneurs who want to efficiently take their ideas from initial testing all the way to scaling a business. 1 of 1 people found the following review helpful. Does a great job of

describing the important details required to master startups from a Lean perspective By Rich Collins "Starting a Tech Business" does a great job of describing all of the important details required to master startups from a Lean perspective. It also includes practical chapters that you won't find in other Lean Startup books. I found the "Team" chapter particularly interesting and in line with my own experiences. If you're starting a startup, you should definitely add this book to your reading list. Rich Collins Founder of Lean Startup Circle

The non-technical guide to building a booming tech-enabled business Thinking of starting a technology-enabled business? Or maybe you just want to increase your technology mojo so you can do your job better? You do not need to learn programming to participate in the development of today's hottest technologies. But there are a few easy-to-grasp foundation concepts that will help you engage with a technical team. Starting a Tech Business explains in practical, actionable terms how to formulate and reality test new ideas package what you learn into frameworks that are highly actionable for engineers understand key foundation concepts about modern software and systems participate in an agile/lean development team as the 'voice of the customer' Even if you have a desire to learn to program (and I highly recommend doing whatever unlocks your 'inner tinkerer'), these foundation concepts will help you target what exactly you want to understand about hands-on technology development. While a decade ago the barriers to creating a technology-enabled business required a pole vault, getting started today only requires a determined step in the right direction. Starting a Tech Business supplies the tools prospective entrepreneurs and business enterprises need to avoid common pitfalls and succeed in the fast-paced world of high-tech business. Successful execution requires thoughtful, evidence-based product formulation, well-articulated design, economic use of systems, adaptive management of technical resources, and empathetic deployment to customers. Starting a Tech Business offers practical checklists and frameworks that business owners, entrepreneurs, and professionals can apply to any tech-based business idea, whether you're developing software and products or beginning a technology-enabled business. You'll learn:

1. How to apply today's leading management frameworks to a tech business
2. How to package your product idea in a way that's highly actionable for your technical team
3. How to ask the right questions about technology selection and product architecture
4. Strategies to leverage what your technology ecosystem has to offer
5. How to carefully define the roles on your team, and then effectively evaluate candidates
6. The most common disconnects between engineers and business people and how to avoid them
7. How you can apply process design to your tech business without stifling creativity
8. The steps to avoid the most common pitfalls tech founders encounter

Now is one of the best times to start a technology-enabled business, and anyone can do it with the right amount and kind of preparation. Starting a Tech Business shows you how to move a product idea to market quickly and inexpensively—and to tap into the stream of wealth that a tech business can provide.

From the Back Cover PRAISE FOR STARTING A TECH BUSINESS "Alex's book deploys decades of the best ideas towards a practical, immediately usable recipe for building technology-based businesses. I particularly liked Alex's list of challenges entrepreneurs face across the life of the venture, with playful names like The Lawn Gnome of Indolence, The Hydra of Operational Readiness, and The Whale of Scale, to name a few. I also liked the case study that Alex used throughout the book showing exactly how to use the tools in each chapter. This is a big book. But don't be daunted. It dives into the detail that is missing in most other entrepreneurship books to show you how to do it."

—TOM KOSNIK, Professor, Stanford University "Some books on high tech flirt with the details, but this one goes all the way. Alex shows how attention to a highly manageable set of specifics dramatically increases the effectiveness of a tech venture."

—JAN LINDNER, former CTO, Sierra Online Games (a division of Vivendi) "Readers of this book will steer clear of many, many bumps on the road to success."

—SCOTT HOFFPAUIR, CTO, BroadSoft "Starting a Tech Business is both a primer for first-time entrepreneurs and the book experienced execs should keep handy too."

—MARK VOGL, Executive Director, Bay Area Video Coalition Starting a technology-enabled business is cheaper and easier than ever before. Starting a Tech Business supplies the tools prospective entrepreneurs and managers need to avoid common pitfalls and succeed in the fast-paced world of high-tech business. Get practical checklists and frameworks that business owners, entrepreneurs, and professionals can apply to any web-based business idea. You'll learn how to move a product idea to market quickly and inexpensively—and to tap into the stream of wealth that a tech business can provide.

About the Author ALEX COWAN is the founder and CTO of Leonid Systems, a software company providing solutions to the world's largest communications providers. He has worked with companies ranging from start-ups to Fortune 100s, improving their competitive advantage in a fast-changing high-tech landscape. He lives in Aptos, California, and can be reached at www.alexandercowan.com.