

## Startup Weekend: How to Take a Company From Concept to Creation in 54 Hours

Marc Nager, Clint Nelsen, Franck Nouyrigat  
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Marc Nager, Clint Nelsen, Franck Nouyrigat : **Startup Weekend: How to Take a Company From Concept to Creation in 54 Hours** before purchasing it in order to gage whether or not it would be worth my time, and all praised Startup Weekend: How to Take a Company From Concept to Creation in 54 Hours:

2 of 2 people found the following review helpful. This book is so terrible it's kind of amazing in a weird, disappointing way. By Charlene Moskovitz I wish I could give this book 0 stars. I bought this book hoping for some insights and

tactics on experiential learning and immersive business development. Instead, the book mainly contains the following:--A severe lack of depth, detail, or any useful information I couldn't find in 5 minutes using google.-- Cringeworthy cliches that are mostly mental masturbation for the authors (i.e. "In a world where trust is so rare, it's amazing that we can put on events globally").--Inconsistent, choppy passages that fail to form a cohesive narrative.This book is a total waste of money, and creates questions about the validity of Startup Weekend if this is the best book the founders could come up with.9 of 9 people found the following review helpful. Credibility?By K. R. MarshallI bought this book based on a friend's recommendation who had been to Startup Weekend and enjoyed it. I made the assumption that the authors were all seasoned serial entrepreneurs with years of experience through thick and thin. Reading the intro, it became clear that their startup story was in starting Startup Weekend itself! The story goes that one of them really wanted to do a startup and began working on one, heard about startup weekend, and decided to join the core group and make that his startup. Hmmm.To me, the book had a lot of cookie cut, theoretical information that you could find in any entrepreneurship 101 textbook on starting a business but lacked depth.6 of 6 people found the following review helpful. Overpromises, UnderdeliversBy Ryan BattlesLike other reviewers, I picked up this book because of the subtitle, "How to take a company from concept to creation in 54 hours." In short, the solution is "Attend a Startup Weekend." The book itself does not give much information, and is clearly geared towards advertising the Startup Weekend events. I'm a little offended at this because I felt like I wasted money, and my time, to simply walk away feeling advertised towards. Unless you are going to a Startup Weekend and really want to have a preview from the founders, I'd skip this book and grab another startup-based title.

Tested principles for transforming an idea into a fully operational company Startup Weekend—the organization behind 54-hour events where developers, designers, marketers, and startup enthusiasts come together to share ideas, form teams, build products, and create startups—has spawned both a global initiative in entrepreneurship as well as numerous successful startups. Startup Weekend, the book, contains best practices, lessons learned, and empowering examples derived from the organization's experiences for individuals and small organizations to follow as they launch businesses. Each of the key beliefs outlined has been tested by Startup Weekend and has yielded powerful results. The principles described in each chapter will give any business idea a greater chance for success. Chapter topics include trust and empowerment, flexible organizational structures, the power of experiential education, action-based networking, and much more Describes consequences for startup development as entrepreneurs and founders begin doing much more, even faster Profiles successful Startup Weekend companies, including two powerful examples: Memolane, an application that captures a user's online life in one timeline making it easy for users to travel back in time and relive memories; and Foodspotting, a mobile and desktop app that allows users to find and share the foods they love Apply these simple actionable principles to launch your own startup revolution.