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of a startup's board of directors Let's face it, as founders and entrepreneurs, you have a lot on your plate—getting to your minimum viable product, developing customer

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interaction, hiring team members, and managing the accounts/books. Sooner or later, you have a board of directors, three to five (or even seven) Type A personalities who seek your

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attention and at times will tell you what to do. While you might be hesitant to form a board, establishing an objective outside group is essential for startups, especially to keep you on

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track, call you out when you flail, and in some cases, save you from yourself. In Startup Boards, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his

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experience in this area by talking about the importance of having the right board members on your team and how to manage them well. Along the way, he shares valuable insights on various

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aspects of the board, including how they can support you, help you understand your startup's milestones and get to them faster, and hold you accountable. Details the

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process of choosing board members, including interviewing many people, checking references, and remembering that there should be no fear in rejecting a wrong fit Explores the



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importance of running great meetings, mixing social time with business time, and much more Recommends being a board member yourself at some other organization so you see the

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and in newspapers, glossy magazines  
and leading online publications -  
Alastair Loxton and Sara O'Shea, co-  
founders of MinistryofVillas.com -  
Government Grants expert, Ben  
Cusack of Bulletpoint Consulting  
shares his wisdom - David Petrie,  
CEO of Athletes Gel Start-Up and

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Scale covers a lot of ground in a surprisingly easy to follow format. The structured content delivered in the 6 Stage Startup system makes the book's content quick and easy to digest. Read Start-Up and Scale from front to back, use it as a reference book or as a checklist. Start-Up and

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Scale is suited to new entrepreneurs who want to start up. It is also perfect for entrepreneurs who have already begun their startup journey, and want to circle back to ensure they have 'checked-off' on everything. As you read this book, you will gain confidence as you understand the

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requirements, risks and opportunities - as you Start-Up and Scale. If you have ever wanted to learn the strategy you need to make in the exciting world of startups and you want to stack the odds of success in your favour, then Start-Up and Scale might be the book you have been looking for.

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From Amos Schwartzfarb, serial entrepreneur and veteran Managing Director of Techstars Austin comes the elemental, essential, and effective strategy that will help any startup identify, build, and grow their customers from day 1 Most startups fail because they can ' t grow revenue



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early or quickly enough. Startup CEOs will tell you their early missteps can be attributed to not finding their product market fit early enough, or at all.

Founders overspend time and money trying to find product-market fit and make false starts, follow the wrong signals, and struggle to generate

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enough revenue to scale and raise funding. And all the while they never really knew who their customers were, what product they really needed, and why they needed it. But it doesn't have to be this way, and founders don't need to face it alone. Through expert guidance and experienced mentorship,

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every startup can avoid these pitfalls.  
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scaling any startup sales organization,  
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dollar companies and CEOs who learned firsthand with Techstars, the leading mentorship-driven startup accelerator and venture capital firm that has invested in and mentored thousands of companies, collectively representing billions of dollars in funding and market cap. Schwartzfarb,

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and the Techstars Worldwide Network of more than 10,000 mentors do one thing better than anyone: help startup entrepreneurs succeed. They know how to sell, how to hire people who know how to sell, and how to use sales to gain venture funding—and now you can, too. Sell More Faster

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delivers the critical strategies and guidance necessary to avoid and manage the hazards all startups face and beat the odds. This valuable resource delivers: A comprehensive playbook to identify product market direction and product market fit Expert advice on building a diverse sales

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team and how to identify, recruit, and train the kinds of team members you need Models and best practices for sales funnels, pricing, compensation, and scaling A roadmap to create a repeatable and measurable path to find product-market fit Aggregated knowledge from Techstars leaders and

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industry experts Sell More Faster is an indispensable guide for entrepreneurs seeking product-market fit, building their sales team, developing a growth strategy, and chasing accelerated, sustained selling success.

This book aims to give you a head start by providing a detailed down-to-



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earth account of how one Swedish company implemented Scrum and XP with a team of approximately 40 people and how they continuously improved their process over a year's time. Under the leadership of Henrik Kniberg they experimented with different team sizes, different sprint

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lengths, different ways of defining "done," different formats for product backlogs and sprint backlogs, different testing strategies, different ways of doing demos, different ways of synchronizing multiple Scrum teams, etc. They also experimented with XP practices - different ways of doing

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continuous build, pair programming, test driven development, etc, and how to combine this with Scrum. This second edition is an annotated version, a "director's cut" where Henrik reflects upon the content and shares new insights gained since the first version of the book.

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Do you ever wonder what goes on in the mind of a startup CEO? What are they thinking? What motivates them? How can I be successful working for one? These are all common questions that if go unanswered make it seem like start-up CEOs are impossible to understand. Start-up CEOs are some

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of the most unique people you'll ever meet and require a specific relational approach, but don't worry there's hope, and having a true understanding of their mindset is the answer. Dan Slagen, three time start-up executive shares how-to tips and secrets based on years of experience working

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