



Startup Opportunities: Know When to Quit Your Day Job

Sean Wise, Brad Feld

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This year more than five million entrepreneurs will launch a new venture. Many of them believe they have the Next Big Thing. But very few startups live to see five years, and even fewer make it to ten. Even fewer still go on to become a global success stories.

This book is a practical guide to evaluating your business idea and a must-read for all aspiring entrepreneurs.

You'll learn:

- that if your new venture doesn't follow the 10x Rule, you should not quit your day job and why
- how early customer development can transform a good idea into a great opportunity
- which opportunities are worth selling everything for

Brad Feld and Dr. Sean Wise have been assessing startup opportunities for more than two decades. They have witnessed more than 30,000 pitches and participated in more than 500 startup launches. Now two of North America's leading minds in venture capital share how they determine which startups will succeed and which will fail.

This book is indispensable for anybody who has ever thought about starting a business or fumbled their way through giving advice about starting a business.

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Date : Published March 5th 2015 by FG Press (first published February 1st 2015)

ISBN :

Author : Sean Wise , Brad Feld

Format : Hardcover

Genre : Business, Nonfiction, Entrepreneurship



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Gareth Davies says

A really solid, well laid out look at entrepreneurship, funding, how to build a workable business, getting outside with a metric tonne of references to all the greats (other books, frameworks, blog posts, articles etc).

If you're interested in doing your own thing, I'd say start with this book before diving into the other more how-to or framework-centric books (Lean Startup etc).

Kelly says

Great primer for budding entrepreneurs! Thanks to Sean and Brad for sharing their insights at #COIN2015!

Sandrank says

I won this book off Goodreads and waiting to receive it in the mail.

carla says

This book is super basic but easy to read and clear. This would be a good starting place if you're ready to quit your job and start a company but know there is more reading and prep work to do after that.

Rubi Breton says

Too basic

This book is for those who don't know anything about entrepreneurship or The Lean Startup. If you're introducing yourself to the startup world, this is your book.

John Biggs says

A short but interesting look at entrepreneurship

This is a very readable book for the newer entrepreneur. My concern is that the lessons inside are condensed and might not be usable by truly green folks but it's well worth a read.

Candice says

This book was crazy inspiring. Im not exactly the target audience but it felt very real. There was a very quirky charm to this books inspiration. I feel like the jest of this book is you can do it. No matter who you are, you can do it! I just felt really inspired to get up and do something while i was reading this. There was also a small feeling of anxious nervousness like ahhh why arent i already doing all the things. I find it very hard to describe this book. It is very uplifting. It wants you to get out and be the best you. But under all that it is still a buisness book so its not like emotionally investing or anything. I felt the writeing in this to be at an above High School but below college level. It was advanced but still fine for most people. I thought the cover was really really pretty on my shelf. I won this book in a goodreads giveaway in exchange for a goodreads giveaway.

Bala Kamallakharan says

Enjoyed the categorical approach to evaluating startup ideas. It was great to hear different perspectives on each topic from the entrepreneur and investor. Highly recommend the book, I will be using this book as recommended reading for the new class I start teaching in Reykjavik University this fall. on How to Start a Startup.

Rob says

If you're looking for a risk/reward discussion full of numbers, algorithms, and insights on when to "quit your day job" for an opportunity, this is not the book for you. This is really just a re-hash of a bunch of other books - summarizing core concepts from lean startup and business model canvas, plus a few stories of investors and founders from the UK version of shark tank. The book never really answers the question in the title - there's some talk about what makes a good or bad opportunity, but beyond vague and general guidance, nothing about when one should **actually** quit their day job to take that risk.
