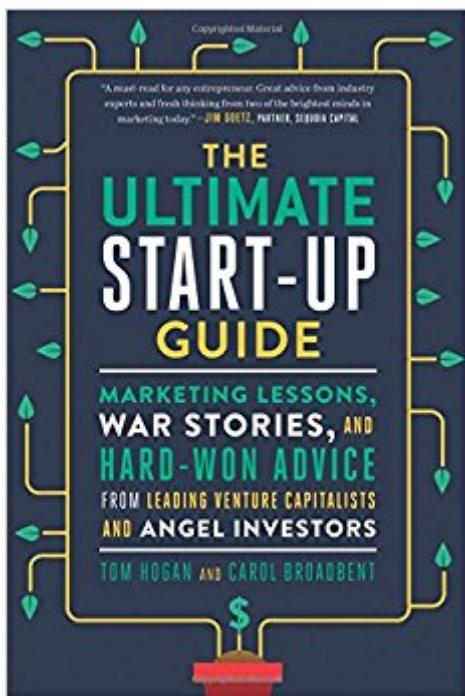


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# The Ultimate Start-Up Guide: Marketing Lessons, War Stories, And Hard-Won Advice From Leading Venture Capitalists And Angel Investors



## Synopsis

Most start-ups fail. And they die remarkably young: The typical start-up lasts 20 months and burns through \$1.3 million in financing before closing its doors. So what's the formula for success for those start-ups that make it through the early trials, leveraging their early success into either getting acquired or issuing an IPO (initial public offering)? What are the lessons that first-time entrepreneurs and employees need to know to navigate their way to success? The Ultimate Start-Up Guide offers practical advice, insights, lessons, and best practices from the world of start-ups, including: Strategies for hiring and building your team, culture, and values. How to pitch your company, secure funding, and distribute equity. Best practices in launching your business. How venture capitalist investors think, evaluate new companies, and advise entrepreneurs. War stories and red flags from top VC partners and entrepreneurs. Start-ups are a business model and culture of their own, changing the economic landscape as well as the way we live and work. The Ultimate Start-Up Guide offers an insider's look at this world. It's a fascinating read for anyone contemplating how to build or participate in a successful start-up.

## Book Information

Paperback: 224 pages

Publisher: Career Press; 1 edition (January 23, 2017)

Language: English

ISBN-10: 1632650738

ISBN-13: 978-1632650733

Product Dimensions: 6 x 0.5 x 9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 9 customer reviews

Best Sellers Rank: #331,509 in Books (See Top 100 in Books) #78 in Books > Business & Money > Finance > Corporate Finance > Venture Capital #490 in Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises #2552 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

## Customer Reviews

No matter what the level of your genius in thinking up new products and creating a start-up company, there are many things that you don't know, which is the major point of this book. All of the facets of creating a business are covered, from dealing with angel investors and other venture capitalists to the slicing of the equity pie. This is a book that could be used in courses on

entrepreneurship from community education to courses for university business majors. It is readable, and very little in the way of business knowledge is needed to understand it. Even people with no significant interest in creating a start-up can read it for enjoyment. Five out of five stars. [charlesashbacherreviews.blogspot.com](http://charlesashbacherreviews.blogspot.com) "Tom Hogan and Carol Broadbent understand the difficult truth: most start-ups fail. They also understand what it takes to succeed. This book imparts 25 years of insights, ideas from the top minds in VC, and war stories from CEOs that give any entrepreneur an edge." Maynard Webb, chairman of the board of Yahoo, former COO of eBay, and founder of the Webb Investment Network "A must-read for any entrepreneur. Great advice from industry experts and fresh thinking from two of the brightest minds in marketing today." Jim Goetz, partner, Sequoia Capital

Tom Hogan and Carol Broadbent founded Crowded Ocean, Silicon Valley's top marketing firm for start-ups, in 2008. Hogan has more than 25 years of marketing experience, including roles as vice president of marketing at Oracle, Borland, Lucent, and VitalSigns Software. As Oracle's original creative director, he managed the global advertising, direct marketing, seminar/trade show, and creative departments. Hogan lives in Los Gatos, California. Carol Broadbent and Tom Hogan founded Crowded Ocean, Silicon Valley's top marketing firm for start-ups, in 2008. Broadbent was vice president of corporate marketing at Bay Networks, senior vice president of corporate marketing at Aspect Communications, and director of marketing at Sun Microsystems. In addition, she led marketing at two Kleiner Perkins-funded startups: vice president of marketing at Asera, and director of market development at GO Corporation. Broadbent lives in Menlo Park, California.

Excellent advice, from those who have been in the trenches and also value creativity.

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "The Ultimate Start-Up Guide: Marketing Lessons, War Stories, and Hard-Won Advice from Leading Venture Capitalists and Angel Investors" by Tom Hogan and Carol Broadbent. Surprisingly, at the beginning of the book, the authors explain why the legend of Steve Jobs may have been the worst thing to happen to start-ups and their CEOs. The reason is that too many start-up CEOs seem determined to emulate every aspect of how Steve Jobs ran his business and behaved. And the authors explain why, in most instances, the approaches of Steve Jobs rarely ends well for start-ups. The truth is, most start-ups fail. And they die

remarkably young: The authors note that the typical start-up lasts 20 months and burns through \$1.3 million in financing before closing its doors. There are many, many reasons why startups fail, most of which have to do with rather basic business, marketing and sales principles, and the authors have carefully studied and documented why startups fail and how the successful ones consistently get it right. Unfortunately, however, the authors explain that the founder who brags that he didn't spend a dime on marketing and sold his company for a gazillion dollars is responsible for more company failures than you can count. If you are a startup founder, employee, investor or have anything to do with startups, or are considering joining that world, reading this book will be one of your best investments you'll ever make. And to listen to an interview with Tom Hogan about "The Ultimate Start-Up Guide", visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

Reading the Ultimate Startup Marketing Guide is like sitting down with a start-up sherpa and savvy marketer. I've been exposed to enough start-ups to recognize the wisdom contained in this book, but still learned a great deal while giving it a careful read. In addition to the authors' own experience, it includes contributions from venture capitalists and start-up founders, resulting in a wealth of distilled wisdom. If you're just getting started or well on your way, take this book along as a guide. You'll be glad of the companionship.

I had the pleasure to work with Tom and Carol from CrowdedOcean directly at a start-up from 2015-2016. During this time, and at subsequent startups, I've seen many stages, activities, and growing pains discussed in this book firsthand. This is the first experience-based startup reference book that explains the relationship between marketing, sales, and executive leadership clearly. This includes fundraising and venture capital, making it a must-have handbook for anyone looking to launch (or join) a startup. If you have been working in a single functional role for most of your career, this will help you understand the interconnections of functional roles; why and when you need them. This book deserves a space next to *The Hard Thing About Hard Things*, *The Lean Startup*, *Art of the Start*, and your other business resource books. Highly recommended.

I am not from Silicon Valley nor am I a marketing expert. But as a banker with over 35 years in the industry, I very much valued this book for its insights on business strategy and the importance of the marketing function to give priority to the sales team for insights on customer demand. The book is highly relevant not only for Tech Start-Ups, it is a useful guide for business strategy in general. Read it, you will value it

Finally, a real world approach to how a start up should/needs to function - tons of common sense tips that any marketer should pay attention to - this should be mandatory reading for any 'newbie' in a marketing role!

The 2 authors are steeped in successes and failures of both Silicon Valley startups and large corporations that were once Silicon Valley startups. They have "been there done that", and have culled the best advice from their experiences. Written with clarity and a sense of humor, this is an excellent read for anyone interested in avoiding roadblocks to success.

Chock full of tips from many of the most successful VC's, real world advice that isn't always intuitive, and delivered with a great sense of humor. Could be a college textbook or the foundation of a Silicon Valley sitcom... Or both! And written by two people that have been in those trenches many times.

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