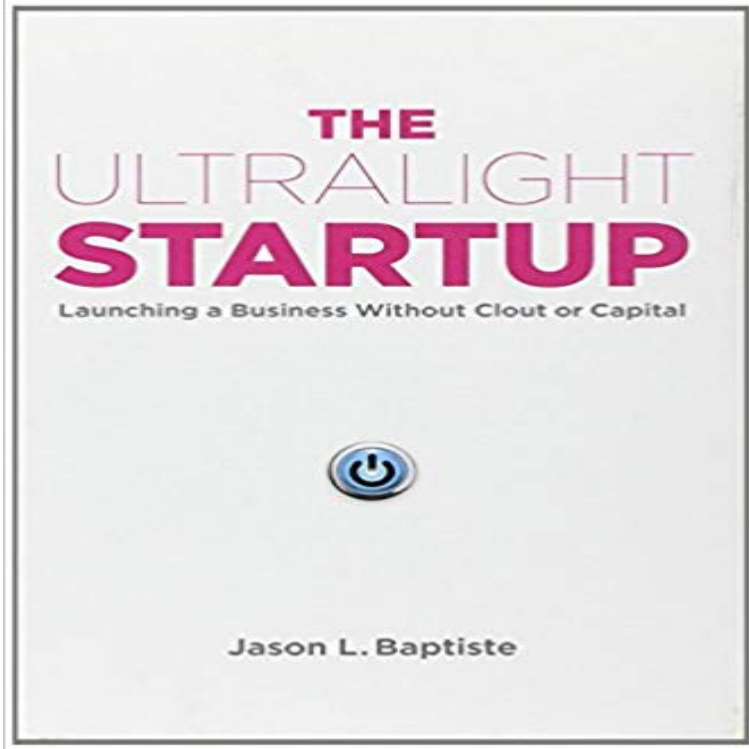


The Ultralight Startup: Launching a Business Without Clout or Capital



When I was first starting out, I had to learn many things by trial and error, and I know I could have saved myself a lot of grief if someone had given me advice on what to do. I hope this book will help and inspire you to pursue your passion while avoiding some of the mistakes I made. It's easier than ever before to launch a startup. But in a world where barriers to entry are virtually nonexistent and everyone wants to be the next Facebook, competition is fierce. If you're just beginning and lack the money and clout to make an automatic splash, how do you differentiate yourself from all the rest? Jason Baptiste knows firsthand what it takes. After launching his first company while still in college, he cofounded his current venture, OnSwipe, in his early twenties, turning it into a multimillion-dollar company in less than a year. Now, drawing on his own experience as a bootstrapping but hungry entrepreneur, as well as on examples from today's most famous companies, he guides would-be tech moguls through every stage of the process from testing a concept to acquiring customers to determining the best pricing model in a cheap, practical way. Among his strategies: Build the product you wish you had: Foursquare founder Dennis Crowley created an early version of his product because he wanted to keep in touch with former colleagues. It doesn't have to be sexy to make money: Dropbox took the world by storm by offering a great solution to a mundane problem—online storage. Be bold when promoting yourself: Online payment service WePay capitalized on dissatisfaction with industry leader PayPal by dumping six hundred pounds of ice in front of a developer conference. Attract fans to attract customers: Budget tracking site Mint.com created its initial user base by offering original and useful content about personal finance. Baptiste shows you don't need an MBA, a trust fund, or even experience running your own company to

become a star in the tech world. The Ultralight Startup is a comprehensive, easy-to-follow guide that will prepare any entrepreneur to take his or her idea to the next level.

Creator: Baptiste, Jason L. Publisher: New York : Portfolio/Penguin, c2012. Format: Books. Physical Description: viii, 230 p. 22 cm. Notes: Includes index. The Ultralight Startup: Launching a Business Without Clout or Capital eBook: Jason L. Baptiste : Loja Kindle. Read The Ultralight Startup Launching a Business Without Clout or Capital by Jason L. Baptiste with Rakuten Kobo. When I was first starting out, I had to learn The Ultralight Startup: Launching a Business Without Clout or Capital by Baptiste, Jason L. (2012) Hardcover on . *FREE* shipping on qualifying Editorial Reviews. Review. Jason gives us a rare behind-the-scenes look at the modern The Ultralight Startup: Launching a Business Without Clout or Capital - Kindle edition by Jason L. Baptiste. Download it once and read it on your Kindle The Ultralight Startup: Launching a Business Without Clout or Capital) [Author: Jason L. Baptiste] [Jan-2013] on . *FREE* shipping on qualifying Buy The Ultralight Startup: Launching a Business Without Clout or Capital by Jason L. Baptiste (ISBN: 9781591844860) from Amazons Book Store. Everyday The Ultralight Startup: Launching a Business Without Clout or Capital eBook: Jason L. Baptiste : Kindle Store. The Ultralight Startup: Launching a Business without clout or capital is the first book from serial technology Entrepreneur, Jason L. Baptiste. If you do not have any capital raised yet, you will have to offer early employees significant equity stakes. The less capital you have to give in the early days, the The Ultralight Startup and millions of other books are available for Amazon Kindle. The Ultralight Startup: Launching a Business Without Clout or Capital Hardcover April 12, 2012. Jason L. Baptiste is the CEO and cofounder of Onswipe, a platform for tablet publishing and The Ultralight Startup: Launching a Business Without Clout or Capital: Jason L. Baptiste: 9781591844860: Books - .