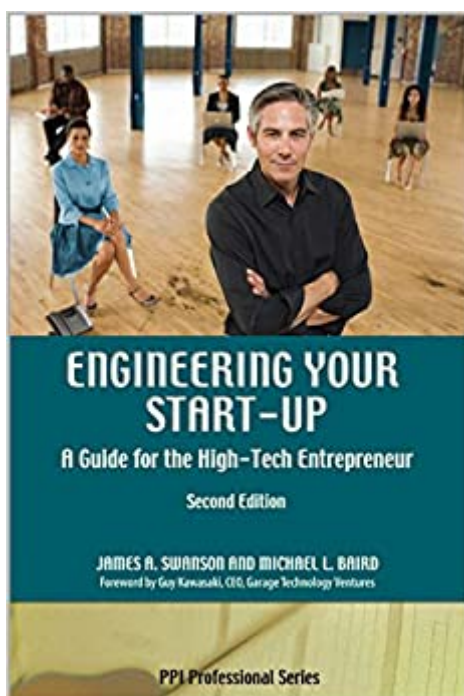


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# Engineering Your Start-Up: A Guide For The High-Tech Entrepreneur, 2nd Ed



## Synopsis

Thinking of starting your own business in high-tech? Do yourself a huge favor by reading this book first. The authors, both veterans of many start-ups, address topics vital to your start-up success, such as: Finding start-up opportunities Leaving your current employer but keeping your ideas Protecting your intellectual property Managing the five critical elements of a successful start-up Securing start-up financing Dealing successfully with venture capitalists Writing a winning business plan Creating a management team Handling employment and compensation--who to hire and how to pay them Avoiding the most common mistakes entrepreneurs make Understanding company valuation and exit strategies James Swanson and Michael Baird lay out all the basic concepts clearly, step by step. They demystify the start-up process with frank advice, insiders' tips, and "been there" examples. On-point case studies show you what to do--and what to avoid. An expanded list of resources steers you to help when you need it. You'll learn what it takes for you to create and manage a start-up, and the personal characteristics required to be successful in your new venture. In good economies and bad, entrepreneurs will continue to lead the way to new markets, new ventures, and new technologies. With this comprehensive new guide, you have a great start to start-up success! \_\_\_\_\_ Since 1975 more than 2 million people preparing for their engineering, surveying, architecture, LEED<sup>®</sup>, interior design, and landscape architecture exams have entrusted their exam prep to PPI. For more information, visit us at [www.ppi2pass.com](http://www.ppi2pass.com).

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## Customer Reviews

"A feast of ideas." -- San Jose Mercury News, 9/93 issue  
"An essential guide through the pitfalls and hazards of the business world." -- Byte Magazine, 12/93 issue

What's New in the Second Edition Three New Chapters: The Term Sheet: A Practical Overview demystifies the structure and terms of venture financing, an all-important event in the life of most successful start-ups that is familiar ground to professional investors but unfamiliar and threatening to many entrepreneurs Protecting Your Intellectual Property covers the major types of intellectual property protection (copyrights, patents, trade secrets, and trademarks) The Legal Form of Your Start-Up discusses the various choices for your start-up (corporation, partnership, limited liability corporation, and so forth) and how to decide which is best for you Updated Business Plan Information: The latest advice on researching and writing your business plan Reasons why many entrepreneurs have difficulty writing their business plans--and practical tips to avoid the problem Expanded Section on Finding Money: Much more on where and how to find money, including advice on corporate investors and strategic partners Tips from investors on how to raise money Recent trends in venture funding Plus: Tips on creating a compelling "elevator pitch" The latest views on company valuation and exit strategies Updates on legal and accounting matters, including stock options and other forms of compensation A greatly expanded Resources section and lots of links to useful information

I found this book very helpful for several reasons:1. It is a detailed guide for startups. it provides financial, operational and strategic guidelines for startups companies.2. It stresses the need to understand deeply the market and customers. It provides handful examples in how to understand customer needs, i.e. interview with customers to evaluate new products and needs. Being a customer driven company is a must to succeed, also a very important point for VC if you dont understand the market you will likely loose the opportunity to get funds.3. Provides the structure of a basic corporation, board of directors, management team etc.4. Jumps into the conclusion that it's easier to sell new products to a current market, suggest strongly to prevent missionary selling in new markets.5. Provides an insight of the details that we need to care of when presenting the new company to new investors, VCs.Very good book if you're in the journey to creating a new company. worth reading.

This book is perfect for entrepreneurs thinking about forming a company to commercialize a

technology (if you're planning a service business or a low tech business, there are more suitable guides). Readers will really appreciate the book's structure, thoroughness, and writing clarity. Following are the book's main lessons: \* Preparedness for the startup lifestyle. \* How to form a company and assemble a management team, board of directors and advisors. \* How to position the product, identify markets, and target customers. \* Importance of building a market-focused business (i.e. identifying the opportunity before developing the technology). \* Advice on intellectual property. \* Guide to writing the business plan. \* How to pitch investors and understand funding terms. \* How to compensate and incentivize employees. The authors, having obviously been through multiple ventures, are excellent mentors. Their experience will help you to think things through and avoid many pitfalls.

This book's special expertise is about designing the financing of your startup! A few years ago when I did a business plan for a technology start-up, the first edition of this book was my source for planning for equity participation for founders, employees, VCs, and the public from founding through IPO. When this second edition came out, I bought it to pass along to a friend in the early stages of a startup. If you are a technical member of a startup, you must read this unless you are already sophisticated in the financing of startups. Don't talk to a VC until you have studied this book. The title is the key. "Engineers" and other technical types will find this a quick and interesting book. And if you are going to play "Monopoly," you must at least know the basic rules first. This is how the game is played in Silicon Valley! If you don't, you will not pass GO and will not collect \$200.

This book has a lot more meat than most other start-up books I have come across so far. In particular it has good explanations of the different financing and compensation options -- making the book useful not just for founders who may need to negotiate with venture capitalists, but also for anyone who works at a start-up (and doesn't know what the difference between stock and stock options are, or how to estimate how much what they are getting may eventually be worth). On the other hand the level of detail about how to get things done isn't always down to the cookbook level, and there is frequent advice along the lines of "have your legal department do x". That may be a good idea, but it's not always an option, and at least I'd expect some discussion about how to get good legal advice etc.

Don not buy this book in Kindle. It is not possible to read or see the pictures nor graphs. It is a shame that allows such a low quality. The price difference between the print and digital version

already caught my eye but unfortunately I bought it anyway.

A bit outdated.

I had to order this book for an entrepreneurship course. It's full of very valuable information, but it's not a good starting point if you're new to the idea of a startup. Before reading this I'd recommend Smartups by Rob Ryan.

I have read lots of books on doing high-tech startups and previously would have credited "High Tech Startup" by Nesheim as the top of list, but now this book displaces it from the number one position. To be clear, I would highly recommend both books, but this one covers many of the various topics that should be considered in great detail when thinking about and making the decision to venture out on your own in the world of VC funded startups. Having done a VC funded startup of my own, many of the topics covered here rang true to me and were also backed up by well referenced and substantiated claims and advice on leaving your current employer, handling founder issues, structuring the firm, raising capital etc. Highly Recommended.

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