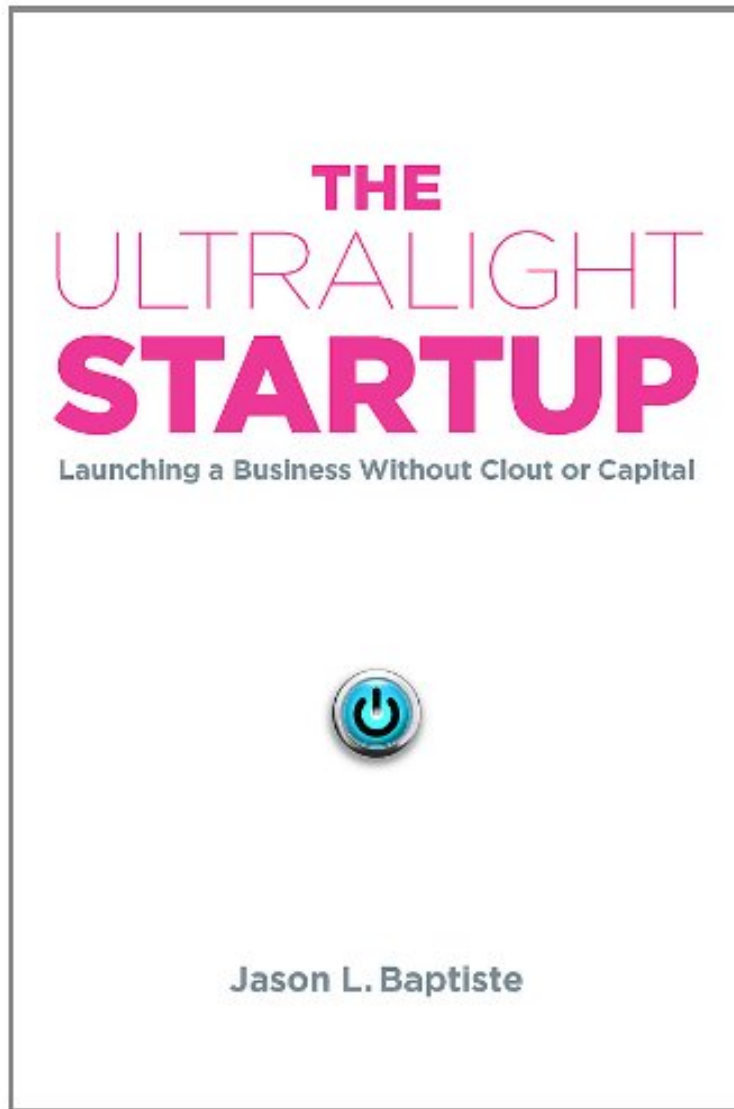


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The Ultralight Startup: Launching a Business Without Clout or Capital

Jason L. Baptiste

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Jason L. Baptiste : The Ultralight Startup: Launching a Business Without Clout or Capital before purchasing it in order to gage whether or not it would be worth my time, and all praised The Ultralight Startup: Launching a Business Without Clout or Capital:

1 of 1 people found the following review helpful. Good IntroBy Christian HIIt's a well written book and has a few good points. Most of it is chronicling Baptiste's story of OnSwipe as he gives lessons learned from his experience. I was expecting a bit more theory and instruction rather than a story with a few tips. The tips that he does give are good, but

could be gleaned from blogs and other sources (although the time investment to read it is only about an afternoon). My company is not in software or the typical "tech start-up" area, so what he had to say wasn't incredibly applicable. Perhaps the most useful thing I got from the book was on time management and how to divide the business operations and your focus as a founder. If you want more applicability or help developing a system, then Ries' or Blank's books would be more helpful. Their books aren't without their flaws either, but they draw from a wider body of experience, different companies and different industries to make their points, so analogous situations are easier to find. They also do a better job of systematizing the start-up process.

0 of 0 people found the following review helpful. insight worth reading
By N. Beach
Really appreciated Jason's direct style of writing. He shares his experiences and offers guidance that is applicable to anyone thinking about jumping into a startup. I really appreciated the sections describing various monetization models, and finding resources to begin building the pilot. The VC experience was also very interesting.

1 of 1 people found the following review helpful. Informative but very generic
By Ashish Punj
Not very impressed the way the narration is, it sounds very cliché and I thought I would get more out of it but didn't

"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.

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.

"Jason gives us a rare behind-the-scenes look at the modern startup."