The Web Startup Success Guide

By Robert Walsh

Apress. Paperback. Condition: New. 439 pages. If theres a software startup company in your developer heart, this is the book that will make it happen. The Web Startup Success Guide is your one-stop shop for all of the answers you need today to build a successful web startup in these challenging economic times. It covers everything from making the strategic platform decisions as to what kind of software to build, to understanding and winning the Angel and VC funding game, to the modern tools, apps and services that can cut months off development and marketing cycles, to how startups today are using Social Networks like Twitter and Facebook to create real excitement and connect to real customers. Bob Walsh, author of the landmark Micro-ISV: From Vision to Reality, digs deep into the definition, financing, communitybuilding, platform options, and productivity challenges of building a successful and profitable web application today. What youll learnHow to define the value your web app will deliver to its usersEvangelizing your startup via social mediafrom Twitter to Facebook, from YouTube to your own social networkWhich web app pricing strategies work, and which dontWhat alternatives to traditional business structures will let you launch and run your startup...

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