



The Automatic Startup: The Gust Guide to Founding a High Growth Business

By David S. Rose

Wiley. Hardcover. Condition: New. According to the Kauffman Foundation, the typical American entrepreneur spends over 30,000 to start and finance a new business, working with two dozen different service providers: lawyers, accountants, banks, payroll and benefit providers, tax and governmental filings, equity allocation, domain acquisition and cloud hosting, stock option management plans, intellectual property assignments and financial valuation consultants. The process is so complicated that few if any founders do it correctly. These chickens come home to roost the first time they try to raise outside capital from angel investors or venture capitalists. Experts estimate that over two thirds of the cost of startup financing and a host of legal and practical problems stem directly from the need to clean up everything that was caused by starting wrong. Most books on entrepreneurship focus on strategic issues like product market fit, deciding what market to be in, or what business to buy, how to get traction with customers, etc. Examples include bestselling perennials such as The Lean Startup, Art of the Start, Zero to One, Startup Owners Manual, et al Simple Startup, covers a completely different part of the process: the concrete details of business launch, growth, and management. Most best-sellers that promise to...



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