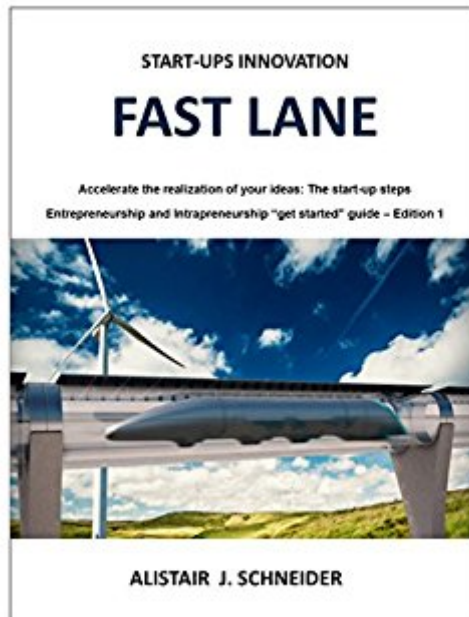




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# Fast Lane: Start Ups Innovation



## Synopsis

This ebook has been written by an intrapreneur, project manager, lean expert who worked for many corporations in various industries. The intent of this ebook is to provide company managers, executives as well as entrepreneurs an overview of the tools, mindset and approach used by start-ups to launch new products. Speed is the key, especially today and the start-up tools are leaner than the regular lean tools. While yesterday we would focus on lengthy business case definitions today the method is leaner, faster and more agile and iterative. The era we are in also requires leaders that can think like entrepreneurs! As the world is entering an era of immense change (digital disruptions, acceleration of innovation) more companies need to drive start-up cultures, more agile, offensive and market focused. This e-book will help open the eyes of employees and provide the tools necessary for any entrepreneur or intrapreneur to launch a new idea, product or company and drive a more dynamic culture based on the start-up mentality. This book is short, straight to the point 55 pages and includes some tables to illustrate some of the tools mentioned. You will learn to Pitch, research and understand the market you are in, think more like an investor (or chief financial officer / controller) and entrepreneur, understand what makes an innovative startup ecosystem (that you can then re-apply for your company), get tips on networking and "connecting" with the people you need (internally or externally to your organization) and more. This is a must read in today's world if you don't know much about start-ups... The ebook includes a foreword from Bernard Kress, a Silicon Valley serial entrepreneur and veteran who also most recently worked for Google Glass and Microsoft HoloLens (The future of computing: Augmented Reality). Visit the author's blog here: [startupsinnovation.com](http://startupsinnovation.com)

## Book Information

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## Customer Reviews

read a bunch of books on startups. Alistair covers an important overlooked nuance of the types of ideas that can be developed. In his section on "Defining your start-up idea" He also explains why you need to unpack this. In this section, you will learn how to launch your idea by preparing yourself with the necessary documentation and understanding so you can start reaching out to your first customers, investors, future team or partners. He also covers seek to give first to receive. A very important spiritual principle of networking and in life. Read the book !

The Fast Lane is a great primer for anyone trying to learn more about the entrepreneurship and start-ups world. The book is a quick read but is chock full of content covering not only technical aspects (business plan, pitch, legal considerations) but also mindset and mentality that is necessary to start a business.

In my opinion, this is a thorough take on the steps necessary to succeed as an entrepreneur. It includes clear and easily-adaptable attitudes that everyone seeking to make an impact should embody. As an entrepreneur, you believe you have a great idea. But how do you see it to execution? I find that the book strives to answer this question in the simplest terms from completing your market research to proving traction. As you move deeper into the development of your project, you will need to think about protecting your intellectual property or product. Here, you will find a high level take on setting up your legal framework. This is a relatively quick read. Pick it up, consider its recommendations, and go make an impact!

Sometimes reading books about starting your own business can be very intimidating. I think Alistair has made it simple and unique. I think this book is a great start to making your innovation come to life. THIS IS A MUST !!!!

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