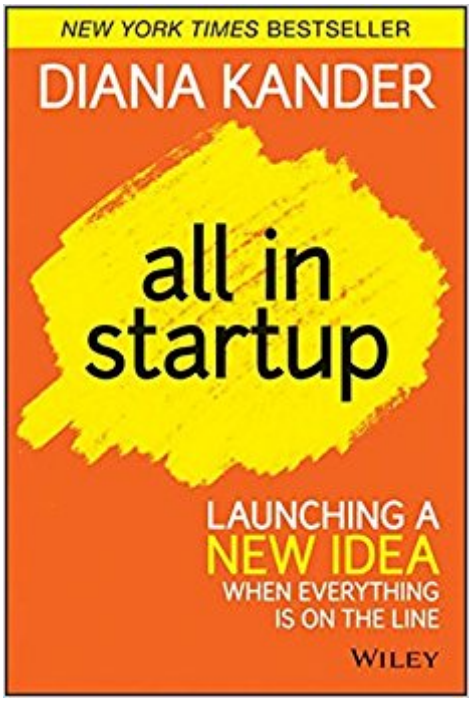
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All In Startup: Launching A New Idea When Everything Is On The Line



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Synopsis

If Owen Chase can’t find a way to turn his company around in the next nine days, he’ll be forced to shut it down and lay off all of his employees. He has incurred substantial debt and his marriage is on shaky ground. Through pure happenstance, Owen finds himself pondering this problem while advancing steadily as a contestant at the World Series of Poker. His Las Vegas path quickly introduces him to Samantha, a beautiful and mysterious mentor with a revolutionary approach to entrepreneurship. Sam is a fountain of knowledge that may save his company, but her sexual advances might prove too much for Owen’s struggling marriage. All In Startup is more than just a novel about eschewing temptation and fighting to save a company. It is a lifeline for entrepreneurs who are thinking about launching a new idea or for those who have already started but can’t seem to generate the traction they were expecting. Entrepreneurs who achieve success in the new economy do so using a new "scientific method" of innovation. All In Startup demonstrates why four counterintuitive principles separate successful entrepreneurs from the wanna-preneurs who bounce from idea to idea, unable to generate real revenue. You will likely get only one opportunity in your life to go "all in" in on an idea: to quit your job, talk your spouse into letting you drain the savings account, and follow your dream. All In Startup will prepare you for that "all in" momentÃ Â and make sure that you push your chips into the middle only when the odds are in your favor. This book holds the keys to significantly de-risking your idea so that your success appears almost lucky. Join Owen and Sam for this one-of-a-kind journey that will set you on the right path for when it’s your turn to put everything on the line.

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Customer Reviews

If Owen Chase canÃ¢â ¬â„¢t find a way to turn his company around in the next nine days, heÃ¢â ¬â„¢ll be forced to shut it down and lay off all of his employees. He has incurred substantial debt and his marriage is on shaky ground. Through pure happenstance, Owen finds himself pondering this problem while advancing steadily as a contestant at the World Series of Poker. His Las Vegas path quickly introduces him to Samantha, a beautiful and mysterious mentor with a revolutionary approach to entrepreneurship. Sam is a fountain of knowledge that may save his company, but her sexual advances might prove too much for OwenÃ¢â ¬â„¢s struggling marriage. All In Startup is more than just a book about eschewing temptation and fighting to save a company. It is a lifeline for entrepreneurs who are thinking about launching a new idea or for those who have already started but canÃ¢â ¬â„¢t seem to generate the traction they were expecting. Entrepreneurs who achieve success in the new economy do so using a new Ã¢â ¬Å“scientific methodÃ¢â ¬Â• of innovation. All In Startup demonstrates why four counterintuitive principles separate successful entrepreneurs from the wanna-preneurs who bounce from idea to idea, unable to generate real revenue. You will likely get only one opportunity in your life to go Ã¢â ¬Å“all inÃ¢â ¬Â• on an idea: to quit your job, talk your spouse into letting you drain the savings account, and follow your dream. All In Startup will prepare you for that Ã¢â ¬Å“all inÃ¢â ¬Â• moment and make sure that you push your chips into the middle only when the odds are in your favor. This book holds the keys to significantly de-risking your idea so that your success appears almost lucky. Join Owen and Sam for this one-of-a-kind journey that will set you on the right path for when itÃ¢â ¬â„¢s your turn to put everything on the line.

Praise for all in startup Ã¢â ¬Å“I dare you to find a business book for entrepreneurs thatÃ¢â ¬â„¢s as useful as All In Startup, and I double-dare you to find one thatÃ¢â ¬â„¢s as much fun to read. Diana Kander captures what itÃ¢â ¬â„¢s like to launch something new. The result is a book that helps set readers on the path to finding startup success.Ã¢â ¬Â• Ã¢â ¬â •Tony Hsieh, CEO of Zappos.com and author of the #1 New York Times Bestseller Delivering Happiness Ã¢â ¬Å“This is a must read for anyone interested in launching a new product or business. All In Startup makes lean concepts more accessible through a simple but powerful allegory to which readers will easily relate. Diana Kander helps readers understand the value of the lean approach by tying it to a memorable story.Ã¢â ¬Â• Ã¢â ¬â •Steve Blank, Lecturer, U.C. Berkeley, Stanford University, Columbia University and UCSF Ã¢â ¬Å“Not often enough is a business book so chock-full of intelligent advice and such a fun read.Ã¢â ¬Â• Ã¢â ¬â •John Jantsch, author of Duct Tape Marketing and Duct Tape

Selling Ã¢â ¬Å“There is seldom a read that when you start it, you canÃ¢â ¬â„¢t put it down. Diana Kander has crafted such an experience that fuses an engaging story of choices, dilemmas, tradeoffs, and problems with the real-world experience of the entrepreneur. In a narrative that captures the culture and the spirit of an entrepreneur in a worthy tale of swagger, hustle and intuition, the reader will learn the lessons of the Ã¢â ¬Ëœall inÃ¢â ¬â„¢ entrepreneur and build a framework to approach their own entrepreneurial pathway. Before you know it, the lessons framed in the book become your own, to the extent that you will convince yourself you have always known them. IÃ¢â ¬â„¢ve concluded that anyone who thinks they may want to take a crack at founding a business should read All In Startup first.Ã¢â ¬Â• Ã¢â ¬â •Ted Zoller, Director, Center for Entrepreneurial Studies, University of North Carolina, Chapel Hill Ã¢â ¬Å“If more books were like All In Startup, the business world would be much better off, and significantly more entertaining. This is a delightfully fresh take on what it requires to follow your passionÃ¢â ¬â •even against the odds. Highly recommended!Ã¢â ¬Â• Ã¢â ¬â •Jay Baer, New York Times bestselling author of Youtility

This book was actually for a class I'm taking while completing my graduate degree . What was most interesting this book, is the fact that there were lessons in each chapter and the fact that the book was written more like a novel versus a textbook. Each day I read the story about Owen and Sam pulled me in deeper and deeper; I looked forward to reading each day. If most textbooks were written in this format, I believe they would be more enjoyable. I give Diane Kander a huge thumbs up for excellent job writing this book. Great storyline and an equally great ending. Kudos to you Mrs. Kander for a job well done!

When I manage to get people I work with in the "regular world" excited about startups, this is the book I give them. There are lots of great books from Brad Feld and Eric Ries and others that everybody should to get to eventually, but I give them All In Startup because I know they'll actually read it. We learn best through narratives, and Diana packages the lessons of early stage startups in a genuinely compelling story ("Come for the sexual tension! Stay for the explanation of customer discovery!"). When I check back in to talk with people about All In Startup, there are no awkward pauses about not having finished the book or "only skimmed it" - they've read it, they've absorbed it, and we get to have a great conversation about how they can apply the lessons of startups to whatever they're working on currently.

All In Startup is a fantastic read! I was assigned this book by my professor for an entrepreneurship

class, #ENTR300, at the University of Baltimore. It is a fast paced book that gives great insight into the difficulties of starting your own business.The author, Diana Kander, put together a wonderful read in a narrative form that gives great insight into what it takes to become a successful entrepreneur. What I liked most about the book was how easy of a read it is. It is the type of book you donÃƒÂ¢Ã â ¬Ã â„¢t want to put down! I bought the Kindle version but recently ordered the print version so I can go back and make notes in it.I had it read within a day and never once felt like I was doing schoolwork. Diana Kander has done a magnificent job of combining the struggles of starting your own business with a personal story involving the entrepreneur and his new-found business coach. They meet at the World Series of Poker in Las Vegas and have a couple of close encounters that could put his marriage in jeopardy, as if his business wasnÃƒÂ¢Ã â ¬Ã â„¢t already doing enough of that.By intertwining the personal story with the business story Diana Kander has found a way to make reading about entrepreneurship enjoyable. I recommend anyone who is venturing into the world of entrepreneurship to read this book first. It works through some great lessons that might help make you more successful. Read this book and get things right the first (or second) time around!

In this book it tracks the progress of failing entrepreneur Owen Chase. It shows his learning process as an entrepreneur and how he relies on an unlikely character that he met at the World Series of Poker for advice. Little did he know that this fellow poker player was also entrepreneur that started a few successful businesses herself. This book shows how he implements her ideas in order to save his business as well as his failing marriage. Lisa, his business partner and wife, is at a wits end with the business and its putting a strain on the marriage.she thinks that the trip for the tournament is a good break for him to consider other options that he could take his business. While the WSOP was distracting him he still had his sights set on using the earnings to revamp his business.The thing that i liked about the book was that it wasn’t a straight forward approach. Every lesson that was taught in the book had real world applications and forced you to think about the concept itself.The thing I didnt like about the book was how it ended , I would have liked to know how did he do at the final table. I also didnt like how the book didnt dig deeper into how his business actually started. Such as his motivations and other things like that.I am a University of Baltimore student enrolled in the survey Entrepreneurship course and that this was my recommended reading.

All in startup is a great book. I had to read this book for my entrepreneurship course and that was my recommendation at the University of Baltimore (#ENTR300). It is clear that the book focus in

starting up a business venture. The book has exactly 300 pages that are divided in 25 chapters. Each chapter is well develop and is all about a specific problem or solution a person can face while starting a business. It is also stated in this book that it is difficult to combine a business and family. It is always easy to get trouble while running a business, and difficult to solve the problems. It is important for anyone that wants to start a venture to do a customers survey about the whole product or service to venture.On the other hand, the book is all about two different personal that already run a business. One is having troubles, and the other is trying everything to give some good advices about how to improve the business. I believe that every entrepreneurs must read this book because it will help them in several ways. It is important to know exactly what to do before you start something. This book has the entire knowledge about all in startup a business. Now, I can think of a good business idea after reading this book because starting a business is to make more money as most the entrepreneurs said, then who do not when to make more money?

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