

[PDF] Smartups: Lessons From Rob Ryan's Entrepreneur America Boot Camp For Start-Ups

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Description:

Review "A very readable book for the high-tech entrepreneurial wanna-be or for anyone interested in what it takes to be successful in the high-tech venture capital system. The case studies and real-life examples provide fascinating examples of how to do it right, and why so many start-ups never

get off the ground."—Craig Barrett, CEO, Intel

"Rob is a walking reality check for entrepreneurs. . . . He pushes really hard and pulls no punches. Rob was a key driver in helping LookSmart emerge from a dire financial crisis to a two-billion-dollar public company in less than two years—his results speak for themselves."—Evan Thornley, CEO, LookSmart

"A must-read for venture capitalists, angel investors, and small capitalization investors. Rob captures the essence of successful investing. He articulates both the discipline and the decision-making process that are necessary in order for companies to be successful in this highly competitive environment."—Ken Siebel, Managing Director, U. S. Trust Company

"Rob Ryan's book is a no-nonsense guide to starting a company. His real-life examples focus on what it takes to develop a profit-generating company, and his view of the role of technology in a venture's success is particularly insightful."—Harold Craighead, Charles Lake Professor of Engineering, Codirector of the Nanobiotechnology Center, and former Dean of Engineering, Cornell University

"In its depth, wisdom, and futuristic insight, Rob's bootstrap philosophy gave us the tools to execute our vision. Rob challenged us to discover our true value proposition for customers and investors. Rob is the true start-up guru!"—Ben Weisshaut, Blue Market

About the Author

Rob Ryan is founder of Ascend Communications. Shortly after taking the company public, Ryan retired from Ascend and started Entrepreneur America from his 1,000-acre ranch in Montana.

David J. BenDaniel is Don and Margi Berens Professor of Entrepreneurship at Cornell University.

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