

	<p><b>Book:</b> Disciplined Entrepreneurship Workbook</p>
	<p><b>Author:</b> Bill Aulet</p>
	<p><b>Publisher:</b> Wiley</p>
	<p><b>Publication years:</b> 2013 and 2017</p>
	<p>Both books follow the same constructive logic: Entrepreneurship is not a random process where a mix of luck, personality, charisma, genes, ideas and circumstances determine the outcome of a start-up. You can (and must) sharpen your skills to improve your odds at succeeding as an entrepreneur. In a high risk endeavor like starting a company, there is a need to sharpen your senses /instincts identifying and fixing issues that could go wrong (and be serious or fatal to the start-up). Ultimately the greatest idea and the start up behind it will only succeed when the customers are ready for the product/services and are therefore willing to pay for. Any innovation, effort, perseverance must be aligned with that specific goal in order to improve/optimize your chances of success. The workbook is a companion of the first edition with a series of exercises and templates to guide you in practicing the 24 steps. Both books are equally useful for entrepreneurs as well as for any venturing mentor, angel or investor. Like most meaningful book contributions, it brings value by raising the right questions and creating the culture of fast questioning &amp; experimenting. The “beachhead market” is in principle similar to the “first actionable action” of Kotler which reminds us that any successful entrepreneur brings novelty &amp; <u>change</u> to the market as a Minimum Business Viable Product/service while minimizing the cost of customer acquisition and responding to the sense of urgency created by an unfulfilled/untapped need.</p>
<p><b>Some remarkable quotes.</b></p>	<ul style="list-style-type: none"> <li>- “Make it visual and omnipresent”.</li> <li>- “Creating new companies is a combination of spirit and skills”.</li> <li>- “Three ways to start a new venture: a) I have a technological breakthrough, b) I have an idea and c) I have a passion”.</li> <li>- “What can I do well that I would love to do for an extended period of time “</li> <li>- “You must be able to sum up your idea, technology or interest in one succinct sentence”.</li> </ul>
<p><b>Lessons and inspiration.</b></p>	<p>Entrepreneurship is size-independent, it can be either small-medium size company entrepreneurship or Innovation-driven enterprise entrepreneurship.</p> <p>As stated by Shimon Peres: “for me dreaming is just being pragmatic”.</p>