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cannot be taught, but  
great entrepreneurs  
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they simply make  
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that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special - they simply make great products. This book will show you how to create a successful startup through developing an innovative product.

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I have just finished  
reading Disciplined  
Entrepreneurship by  
Bill Aulet, Managing  
Director, Martin Trust

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Center for MIT

Entrepreneurship.

Published in 2013, it is a superb book (Book available in Ireland via Easons). This review does not seek to summarise the book – for that I suggest you read this excellent post ‘A book in 5 Minutes : “Disciplined Entrepreneurship: 24 Steps to a ...

**[Book Review]**

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*Page 10/26*

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Entrepreneurship :

**24 Steps to a ...**

The 24 Steps presents a practical step-by-step process to channel the creative spirit to maximize the chances of success and ultimate impact." Joi Ito.

Director, MIT Media Lab  
... [Book Review]

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Steps to a Successful  
Startup by Bill Aulet  
(2013)

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## **Disciplined Entrepreneurship**

Book Review. There's nothing magic about being a successful entrepreneur. It's a learned skill, and in *Disciplined Entrepreneurship*, Bill Aulet details the 24 steps to a successful startup ...

## **“Disciplined Entrepreneurship” Summary and Review | by ...**

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Author Bill Aulet's  
24-step framework is  
proven to build a  
successful business;  
the key is in how well  
you implement it.  
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Workbook helps you  
master the skills, tools,  
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with 24 steps who talks  
about the importance  
of Market

Segmentation, creating  
personas, calculate the

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Total Addressable Market, how to quantify the value proposition, chart competition, design a business model and pricing framework, Lifetime Value and Cost of Customer Acquisition, Identify and Test Key assumptions, Define and create the Minimum Viable Business Product, among other important steps to check if your



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business idea is really  
worth pursu

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An introduction to the  
Disciplined  
Entrepreneurship - 24  
Steps to A Successful  
Startup. Author: Marius  
Ursache, Founder/Chief  
Design Officer at  
Grapefruit.

**An introduction to**  
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**the Disciplined  
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In Disciplined  
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Start-Up, he not only  
makes the case that  
entrepreneurship CAN  
be taught (good news  
for me!) but also lays  
out best practices and  
methodologies to help  
guide the budding  
entrepreneur every  
step of the way.

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"Entrepreneurship is  
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a skill set. The 24  
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process to channel the creative spirit to maximize the chances of success and ultimate impact."—MITCH KAPOR, founder, Lotus Development Corporation

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Author Bill Aulet's 24-step framework is proven to build a successful business;

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you implement it.

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to get on your path to  
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customersProfile the  
persona forthe  
beachhead  
marketCalculate the  
TAM size forthe  
beachhead  
marketBuild an end-  
userprofileSelect a  
beachheadmarketFull  
life cycleuse caseChart  
yourcompetitive  
positionDefineyour  
coreQuantify the  
valuepropositionHigh  
level productspecificati  
onDesign abusiness  
modelCalculate the

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cost of customer  
acquisition  
(COCA) Calculate the  
lifetime value of an  
acquired customer  
(LTV) Set your pricing fr  
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steps to a successful  
startup. Very useful  
framework to guide the



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development of an idea  
& testing its potential  
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