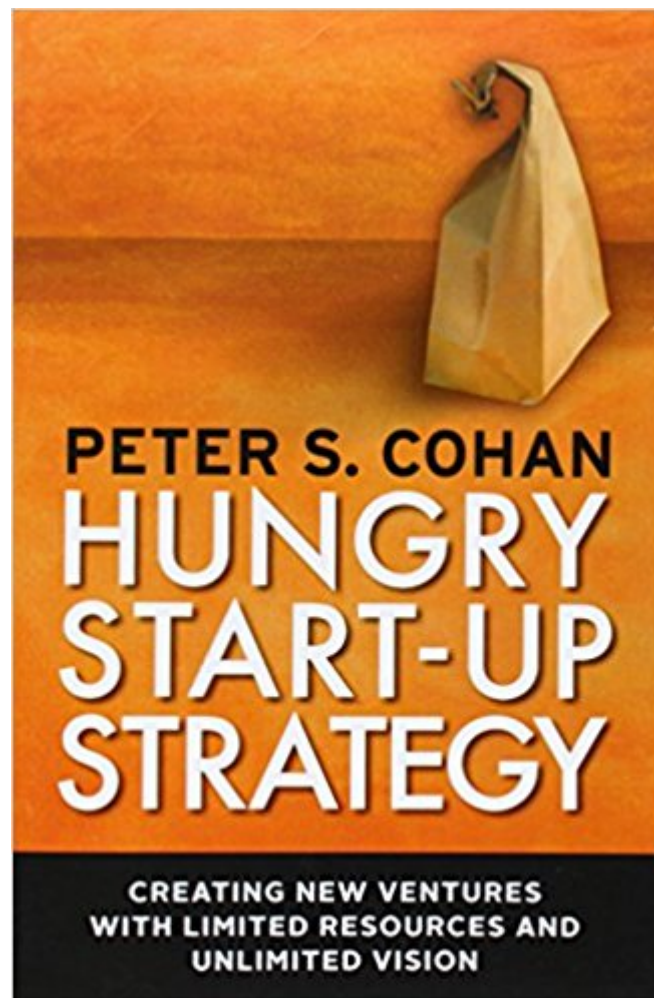




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# Hungry Start-up Strategy: Creating New Ventures With Limited Resources And Unlimited Vision



## Synopsis

The Entrepreneur's Meal Ticket Entrepreneurs are hungry. But it's not just because they're living on ramen and adrenaline. Peter Cohan has found they're driven by a hunger to create a working world in which they want to live—something they have to do without money or staff. No business strategy guide has addressed this unique combination of aspirations and challenges until now. Cohan focuses on six key start-up choices—setting goals, picking markets, raising capital, building teams, gaining market share, and adapting to change—explaining how and why start-ups must make very different choices than established companies. For each area, he provides a decision-making approach and lively case studies of what actual entrepreneurs have done to cook up a thriving business from scratch.

## Book Information

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## Customer Reviews

Management consultant and venture capitalist Cohan (Export Now: Five Keys to Entering New Markets) tries to even the formidable odds facing fledgling entrepreneurs, advising readers to examine with a strategic eye their chosen field of competition and thus avoid the errors that can doom a business from the start. Not just preaching to the choir, he shows how this has been accomplished by such entrepreneurs as BrewDog's cofounder James Watt and T2 Biosystems' CEO Joe McDonough. He also shares their accumulated expertise on such essentials as setting short-term goals, picking the right field, raising funds, and building a team. While some figures and diagrams appear throughout the book, Cohan's writing remains

remarkably free of the consultant buzzwords and charts that can make works of this type not only challenging but unhelpful. Instead, Cohan delivers his advice in a no-nonsense, direct manner that readers will appreciate. He also explores the challenges of satisfying customers, remaining open to change, and meeting capital providers's demands. Entrepreneurs hungry for success will welcome Cohan's guidance on gaining the edge necessary to compete and thrive in business.

“Peter Cohan has created a logic of competitive strategy that speaks to the real challenges of entrepreneurs trying to create new organizations that are more likely to succeed.” —Leonard A. Schlesinger, President, Babson College “I can say unequivocally that the Hungry Start-up Strategy tips work! Thank you, Peter, for guiding us to a business model that supports our social mission.” —Carol Barash, PhD, founder and CEO, Story to College “A guide that will help the entrepreneur sort the urgent from the important and navigate the choppy waters of an early-stage venture.” —Howard Stevenson, Sarofim-Rock Professor of Business Administration, Emeritus, Harvard Business School “Cohan distills his expertise into a stunningly helpful and immensely practical book filled with a variety of tools that any entrepreneur will find instantly illuminating and useful.” —John Harthorne, founder and CEO, MassChallenge, Inc. If the HBS strategy paradigm is of diminishing relevance to the new venture and therefore a growing share of the economy, what is the replacement? Peter Cohan provides his answer to this question in Hungry Start-up Strategy. While HBS's Porter advocates a highly structured, even dispassionate approach to an already established business, Mr. Cohan promotes personal passion and customer connection to creating the business. His focus is on the “six key start-up choices” —setting goals, picking markets, raising capital, building teams, gaining market share, and adapting to change. • By my own research, advisory experience, and entrepreneurial involvements, I have gained first person insight into the veracity of the very premise of the Hungry Start-up Strategy. Congruent with the style he advocates, Peter Cohan's book is pragmatic and personalized, more compressed than comprehensive, sufficiently succinct that the would-be entrepreneur can read and digest it in an afternoon, then pull an all nighter crafting the strategy to launch the hungry start-up. -- New York Journal of Books

Recommend for anyone starting a business. It provides very practical suggestions and the approach would be very favourable if you need to raise capital from third party investors.

This book is a terrific resource for anyone interested in starting a business. Based on extensive field

research with numerous start-up companies, this book is an invaluable guide for creating a successful new business. Peter Cohan lays out useful frameworks for thinking through the key aspects of building and financing a fast-growing business. This book will definitely feed the hungry aspiring entrepreneur!

The genre of business books is full of strategy insight for large companies. "Built to Last," "Good to Great," "Competitive Strategy," and other books are all geared to giants. But what about startups? Peter Cohan has written a book that seeks to be "Built to Last" for startups. He is in a good position to do so, as he has deep experience investing in and working with startups. This book succeeds in its his objective. Hungry Start-up Strategy provides entrepreneurs with a new framework and fresh insights for how to think about the unique challenges facing the CEOs of new ventures. The practical advice he provides can make the difference between prevailing and perishing. His book is a must-read for anyone who runs a startup.

This is not only a book, but a practical masterpiece extracted and structured by Peter Cohan from the actual experiences of dozens of entrepreneurs interviewed along a handful of months. Both the books' six main part structure and the testimonials providing evidence conform a practical compact course on new venture's creation and management. A must for entrepreneurs, intrapreneurs and early stage investors.

Peter Cohan has deep experience investing in and working with start-ups. The insights in Hungry Start-up Strategy, provide a new way to think about the unique challenges facing the CEO's of new ventures and the practical advice he provides can make the difference between prevailing and perishing. His book is a must read for anyone who runs a start-up.

I wish I had read this book before my first startup! It took me 5 years to figure out why it failed, despite plenty of money and lots of effort. Peter nailed it: Engage with customers early and often. This book is chock-full of great examples and is a very enjoyable and easy read.

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