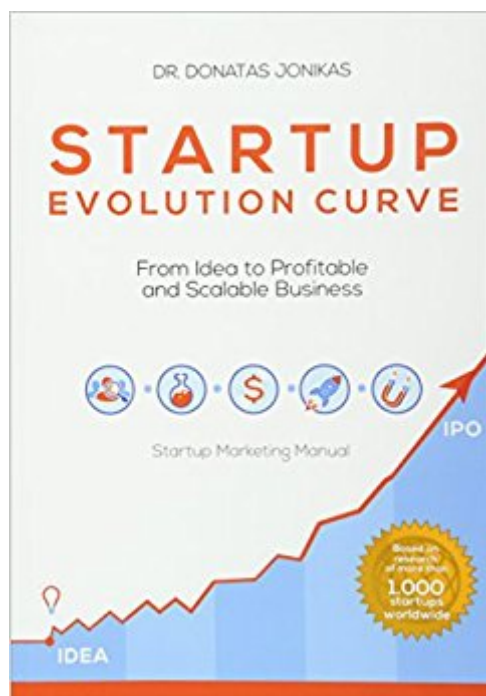




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# Startup Evolution Curve From Idea To Profitable And Scalable Business: Startup Marketing Manual



## Synopsis

If you want to find investors for your innovative startup business and get ready for exponential growth hacking, this startup marketing manual is a shortcut! 1,447 startup founders from all over the world shared their experience and nearly 500 additional in-depth interviews were done to write this step by step marketing manual for startup owners. This book has been highly evaluated by more than 30 startup experts around the World! Shows The Way

Donatas Jonikas (PhD) provides clear and actionable guidelines for what to do next if you want to transform your innovative ideas into profitable and scalable startup business:

- What should be done and why it is needed
- Actionable steps
- how to start a startup
- Examples from real case startups
- References for further reading
- Templates and swipe files for download

Saves Your Time

This step-by-step guide is designed for people who don't have time and want to take action right now. If this describes you, here is how you should use this book:

- Choose one of the five startup development stages you are currently most interested in
- Review the topics to get of what should be done in that stage
- Review the "how to do it" infographic at the beginning of the topic and follow the instructions

Covers All That's Necessary

The concept of Startup Evolution Curve has five stages with seven lessons (or tasks to be done) in each. This is a comprehensive manual with 35 lessons on startup marketing strategy and implementation that expands the lean startup methodology by covering:

- Feasibility study
- Hypotheses and experiments
- Fundraising
- Product launch
- Growth hacking

Provides Additional Resources for FREE

- 20 templates and swipe files for download
- Online video course on how to create an irresistible offer (growth hack #1)
- Invitation to join the group of like-minded startup entrepreneurs

Having even great startup business ideas is not enough anymore. All startup ideas need verification from the market and this is one of the most comprehensive marketing books explaining how to do that. Startup Evolution Curve goes beyond the lean startup, minimal viable product and customer development concepts and provides clear, easy to follow instructions on building an innovative start up business.

**WARNING:** it's dangerous to focus on startup growth hacking until you've implemented core steps from this marketing manual on how to start a startup!

## Book Information

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## Customer Reviews

Startup Evolution Curve is in the same league with The Four Steps to the Epiphany by Steve Blank and The Art of Start by Guy Kawasaki. I would recommend Startup Evolution Curve to startup enthusiasts, first time or serial entrepreneurs and even to my own kids! Denis Todirica, Start-up Chile Entrepreneur. Forbes 30 under 30 It's like an IKEA guide for building your next startup. Startup Evolution Curve is a detailed, comprehensive, understandable and - most important - deeply practical instruction handbook. Every piece of information is based on more than 1,000 different practices, processes, routines and tips from existing startups. That makes it a must-read when launching your next big thing. Michal Tomek, Co-founder & Editor at Slovak STARTUP! If I would have read this book before creating my first startup, I would have avoided many pitfalls and tons of frustration. None of the books will keep you away from failure, but this one will definitely help you make better decisions. Ariel Mizrahi, Serial Entrepreneur & Mentor at Startup Mexico I don't know any book that sums up better the startup evolution and growth than the Startup Evolution Curve by Dr. Donatas Jonikas: The question isn't only what you should do; it's what and when you should do. So, if you are early stage startup founder and already have some innovative ideas, this is one of the most thought-provoking books you should give a try in 2017. Also, if you are looking for in-depth advice about topics such as business feasibility, market experiments, fundraising, product launch, and growth hacking, then this book is again an excellent choice to look for ideas and a different perspective. Velimir Tasic, Co-founder of ESAA entrepreneurship incubator It's a solid reference book for experienced entrepreneurs and a valuable roadmap for first-time founders. It's organised in a way that allows readers to jump into the sections of particular interest, so it isn't necessary to start at the beginning. It is well worth the read! Akira Hirai, Managing Director at Cayenne Consulting, LLC The Startup Evolution Curve is filled to the brim with useful tools and insights presented in a very structured way. Simply a

great guide for first-time and serial entrepreneurs alike. Andy Cars, A Lean Startup Coach, Founder of Lean Ventures Startup Evolution Curve is one the greatest books I have read, that not only wisely and realistically touches some of the most intricate pain-points of startups, but also offers an equally wise, simplified and detailed solution. A good thing about this book is that it opens your mind to different possibilities and perspectives. Therefore, I would love to refer it to every startup, aspirant, businessman, and student I know. Karan Rajani, A Startup Advisor & Business Columnist @Yo! Success Startup Evolution Curve reveals must-know essentials and strategies for A early stage A startup founders. You just need to read it and A implement recommendations A relevant to your case step by step. I highly A recommend it A to every startup founder from idea to the growth stage as a Bible of a startup journey. Nelli Orlova, A Co-founder & CEO at InnMind A A It's an engaging book for all startups. A The author has put A across A a A lot A of case A studies which A helps A in understanding how it was implemented in A a particular A case. I recommend startups to learn and more A importantly implement A the strategies outlined in this book. A Arjun S Meda, A Startup Catalyst & Entrepreneurship Community Builder If you are looking for foundations of how to build an innovative business, here it is! A It is like a textbook with essential checkup points. Donatas goes straight to the point without any idle talk. I am sure anyone who will A start reading A this book will just "swallow" it! Alexander A Soloveicik, A Serial Entrepreneur & Advisor at Silicon Valley Real Ventures

I have written this simple and actionable step by step guide to share my global research findings on how to start a startup business based on innovation or innovative business idea. This is not another one "me too" startup book that only repeats the same ideas of the lean startup methodology, minimal viable product or so popular topic of growth hacking. There are many marketing books and most of them are really worth reading. Actually, I've read more than 50 books related to startup marketing and development, and it took quite while! :) But now you are looking at a comprehensive guide how to transform your innovative ideas into a profitable and scalable startup business. In order to write it, I've surveyed 1,447 startups in different countries and different development stages. In addition, I had nearly 500 in-depth interviews with startup founders seeking to find out what worked best for them and could be implemented in other startups. I sincerely believe you'll find this startup marketing manual helpful for achieving at least one of three main goals: Secure your first sales and ensure that you have something that can become a scalable startup business. Find the most suitable investors for your startup and be well prepared to make a deal with them. Identify business growth possibilities and employ a growth hacking mindset to

accelerate your startup growth at the right time and in the right way. This startup marketing manual won't save you from all possible failures, but it will definitely provide you with many "Aha!" moments. It's time to test your startup ideas in the right way and build a solid foundation for your startup business. Take the action and read this book, don't lose the momentum! Cheers!

As a businessman and investor I was an absolute beginner when it came to startups. Reading this book changed my outlook on entrepreneurship. This book should be read not only by startup creators, but also by investors interested in startups and even those who have no startup ideas, but would like to enrich their understanding in business. This author has done great research and analysis of startups around the world.

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Dr. Rhi

This is a deeply researched, evidence based look at startups. It is also easy to read and full of valuable information and ideas.

This is one of the best books for startups I've read during last several years. It is full of useful information, examples and real cases, advices and lifehacks for every step of startup development: from idea stage to execution and growth. It is a comprehensive must read guide for all startup founders irrespectively of stage, field and industry. Highly recommend to read!

I found this book very useful in designing my business plan and setting priorities for the marketing strategy. I like that the author provides different real-life examples and you can learn what really works and what you should avoid.

I judge a book, generally, by how many notes I take and the usage of the highlighter (in this case, kindle highlighting). I took over 6 pages of notes on this very useful and practical book. It had great information, very sound techniques, and useful and applicable wisdom. This book does take some time to digest, it's not a lazy, easy read on starting a business. Read it if you are serious about growing a business !

The suggested framework covers many great insights, practical tools and real case examples. The book might seem a bit long but it's very engaging and convenient to read - you don't need to follow everything from A to Z at a time. The book is structured in the way that allows identifying which startup development stage you are in and where you should focus your attention. I truly found it very helpful.

After reading this book, I clearly understood how to build a business system that will work for many years and brings a stable income. My sales for 2 months increased by 24%. I understood how to properly set up business processes, how to properly set up marketing and monitor business performance. I recommend both to beginning businessmen and to businessmen with the experience. Many thanks to the author.

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