

NAIL IT THEN SCALE IT™

THE ENTREPRENEUR'S GUIDE TO
CREATING AND MANAGING
BREAKTHROUGH INNOVATION

NATHAN FLURR AND PAUL AHLSTROM



Nail It Then Scale It

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Nail It Then Scale It:

Nail it Then Scale it Nathan R. Furr, Paul B. Ahlstrom, 2011 Why do most new businesses fail yet a few entrepreneurs have a habit of winning over and over again The shocking discovery of years of research and trial is that most startups fail by doing the right things but doing them out of order In other words human nature combined with our entrepreneurial drive puts us on autopilot to become part of the 70% to 90% of ventures that fail From Thomas Edison to Steve Jobs the Nail It Then Scale It method is based on pattern recognition of the timeless principles and key practices used by successful entrepreneurs to repeatedly innovate Summary of Nail It then Scale It - [Review Keypoints and Take-aways] PenZen

Summaries, 2022-11-29 The summary of Nail It then Scale It The Entrepreneur's Guide to Creating and Managing Breakthrough Innovation presented here include a short review of the book at the start followed by quick overview of main points and a list of important take aways at the end of the summary The Summary of The book Nail It then Scale It is a guide that will assist you in perfecting your business plan and growing your business These ideas provide an overview of the process of developing innovative products that solve problems identifying and communicating with the appropriate markets and refining your strategy prior to scaling your business Nail It then Scale It summary includes the key points and important takeaways from the book Nail It then Scale It by Nathan Furr and Paul Ahlstrom Disclaimer 1 This summary is meant to preview and not to substitute the original book 2 We recommend for in depth study purchase the excellent original book 3 In this summary key points are rewritten and recreated and no part text is directly taken or copied from original book 4 If original author/publisher wants us to remove this summary please contact us at support@mocktime.com **The Lean**

Approach to Digital Transformation Yves Caseau, 2022-05-01 The Lean Approach to Digital Transformation From Customer to Code and From Code to Customer is organized into three parts that expose and develop the three capabilities that are essential for a successful digital transformation 1 Understanding how to co create digital services with users whether they are customers or future customers This ability combines observation dialogue and iterative experimentation The approach proposed in this book is based on the Lean Startup approach according to an extended vision that combines Design Thinking and Growth Hacking Companies must become truly customer centric from observation and listening to co development The revolution of the digital age of the 21st century is that customer orientation is more imperative the era of abundance usages rate of change complexity of experiences and shift of power towards communities are easier using digital tools and digital communities 2 Developing an information system IS that is the backbone of the digital transformation called exponential information system to designate an open IS in particular on its borders capable of interfacing and combining with external services positioned as a player in software ecosystems and built for processing scalable and dynamic data flows The exponential information system is constantly changing and it continuously absorbs the best of information processing technology such as Artificial Intelligence and Machine Learning 3 Building software micro factories that produce service

platforms which are called Lean software factories This software factory concept covers the integration of agile methods tooling and continuous integration and deployment practices a customer oriented product approach and a platform approach based on modularity as well as API based architecture and openness to external stakeholders This software micro factory is the foundation that continuously produces and provides constantly evolving services These three capabilities are not unique or specific to this book they are linked to other concepts such as agile methods product development according to lean principles software production approaches such as CICD continuous integration and deployment or DevOps This book weaves a common frame of reference for all these approaches to derive more value from the digital transformation and to facilitate its implementation The title of the book refers to the lean approach to digital transformation because the two underlying frameworks Lean Startup and Lean Software Factory are directly inspired by Lean in the sense of the Toyota Way The Lean approach is present from the beginning to the end of this book it provides the framework for customer orientation and the love of a job well done which are the conditions for the success of a digital transformation

Architecture Modernization

Nick Tune, Jean-Georges Perrin, 2024-02-27 Proven techniques and principles for modernizing legacy systems into new architectures that deliver serious competitive advantage For a business to thrive it needs a modern software architecture that is aligned with its corporate architecture This book presents concrete practices that sync software product strategy team dynamics and work practices You ll evolve your technical and social architecture together reducing needless dependencies and achieving faster flow of innovation across your organization In Architecture Modernization Socio technical alignment of software strategy and structure you ll learn how to Identify strategic ambitions and challenges using listening and mapping tours Visualize your business landscape and crucial capabilities with Wardley Mapping Create a product taxonomy as a framework for your architecture Run big picture EventStorming workshops to map business domains Apply Team Topologies patterns to identify and refine value streams Design loosely coupled domain aligned software architectures Build internal developer platforms for rapid reliable evolution Implement data mesh principles and tools to revolutionize data engineering Deliver compelling modernization roadmaps focused on continuous value Architecture Modernization Socio technical alignment of software strategy and structure shows you how to turn the practice of architecting systems into a transformative process for your entire company Chapter by chapter you ll identify the reasons and benefits of modernization design an architecture that works for your business and then implement your new approach in a progressive and sustainable manner Every technique is illustrated with insightful industry examples and an interactive Miro board that lets you dig deeper Forewords by Matthew Skelton and Xin Yao About the technology The decisions you make about your software are inherently connected to the decisions you make about your business Why not turn the mundane task of modernizing legacy systems into a transformative process for your entire company This book shows you how It reveals a socio technical approach to align your software and products with organizational dynamics and ways of working About the book Architecture

Modernization Socio technical alignment of software strategy and structure presents a clear path for upgrading your entire organization when you re imagine your software In it you ll learn to combine practices like Domain Driven Design Event Storming and Wardley Mapping to discover user needs design optimal architecture and avoid falling back into old habits Provocative examples from Danske Salesforce the UK Government and others show the real world result of each approach identifying techniques you can apply effectively in your own business About the reader For CTOs tech leads and principal engineers who decide on architecture and organization design About the author Nick Tune helps organizations modernize their architectures through empowered product teams and continuous delivery Jean Georges Perrin builds innovative and modern data platforms The technical editor on this book was Kamil Nicieja

The Agile Start-Up Jeff Scheinrock, Matt Richter-Sand, 2013-09-16 An inspiring and impactful compilation of the most important lessons of entrepreneurship The tools of a digital age make it easier than ever to start a new business And with billion dollar IPOs and acquisitions making weekly headlines the potential rewards are enormous But even with all of the advantages and resources that today s entrepreneurs have access to the likelihood of any one business succeeding is slim That s why you need the simple clear lessons found in *The Agile Startup* Engaging and informative *The Agile Startup* doesn t offer step by step instructions on how to build a better mousetrap Instead it shows you how to build companies that continually adapt to the real world Along the way you ll discover you re not alone in your entrepreneurial endeavors and that almost every challenge a startup can face has already been faced and overcome by someone in the past Contains lessons culled from decades of creating successful companies which includes possessing a flexible mindset Provides valuable insights based on a market driven philosophy regarding launching and managing products businesses and brands Written by two authors who have a combined sixty plus years of startup experience and understand the reasons behind their successes and failures A companion Website contains supplementary material that allows you to learn in a hands on fashion long after closing the book The journey of a startup is daunting Think about everything that has to be overcome and you ll quickly see that the odds are stacked heavily against you But with *The Agile Startup* as your guide you ll learn exactly what it takes to succeed in your entrepreneurial endeavors

The Zigzag Principle: The Goal Setting Strategy that Will Revolutionize Your Business and Your Life Rich Christiansen, 2011-10-04 Explores why zigzagging rather than following a straight line is an effective strategy to use to achieve success in business management entrepreneurship goal setting and life in general

The Forever Transaction: How to Build a Subscription Model So Compelling, Your Customers Will Never Want to Leave Robbie Kellman Baxter, 2020-03-31 Develop and cultivate the kind of robust long term customer relationships that power companies like Nike Spotify LinkedIn and Target More and more companies are concluding that the potential rewards of subscription based products and services are worth the risk of radically changing their business models They re correct The Membership Economy is here and it s here to stay and if you want to compete for the long run you need to join it Strategy consultant Robbie Kellman Baxter has been

helping companies excel in this business environment for more than a decade Now in *The Forever Transaction* she reveals all her secrets Whatever industry you re in Baxter provides the inspiration tools and insight you need to build and execute a business model that will leave your competition in the dust You ll find out how industry leaders like Under Armour Microsoft and Netflix have created an ever expanding customer base of loyal subscribers and are keeping them coming back You ll learn how to lead your organization through every step of the process from initial start up to new product testing scaling for long term growth and sustainability to revamping your culture so everyone works together to optimize customer lifetime value You ll also master all the essentials of succeeding in the Membership Economy like subscription pricing Software as a Service digital community engagement and freemium incentives as a way to turn casual browsers into cash paying super users With *The Forever Transaction* you have everything you need to build durable long term relationships with every customer and leverage them for ultimate business success today tomorrow and forever

Which Factors Determine the Success or Failure of Startup Companies? Christoph Kotsch,2017-10-05 Master s Thesis from the year 2017 in the subject Business economics Company formation Business Plans grade 2 0 Andr ssy Gyula Deutschsprachige Universit t Budapest language English abstract As more and more startup companies are founded every year worldwide building up one s own business does not get easier Since 9 out of 10 startups fail future entrepreneurs are well advised to take a look at potential reasons for failure and success Learning from others mistakes and studying success stories can improve their own performance and help to avoid critical errors The academic paper at hand will provide valuable insights for entrepreneurs After delivering an overview of the most commonly used terms and definitions in the startup scene chapter 6 will describe the components of a business idea and how experts can assess a company s value Subsequently the most important factors for a startup company s success according to literature review will be listed and illustrated Various standpoints of academic research and studies will be discussed Delineating both internal and external factors this thesis not only delivers a synoptic view of potential challenges inside a startup as well as in its ecosystem but also juxtaposes these influences in opposition The second part of this paper analyzes a series of interviews with twelve startup founders from three different regions the province of North Rhine Westphalia in Germany Budapest in Hungary and the state of California in the US Their views and experiences will be summarized and put into the context of their respective startup ecosystem This way the study is able to provide an understanding of the distinctive attributes of these ecosystems Furthermore the interviewees challenges and advices will be compared to previously reviewed literature Therefore the reader is able to gain insights from an academic perspective as well as from real life examples

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