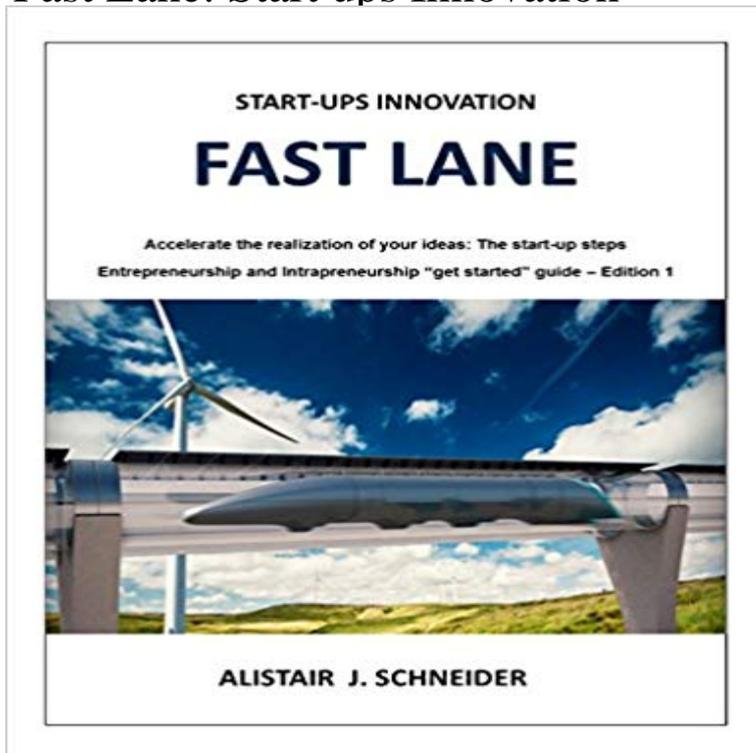


## Fast Lane: Start ups Innovation



This ebook has been written by an intrapreneur, project manager, lean expert who worked for many corporations in various industries. The intent of this ebook is to provide company managers, executives as well as entrepreneurs an overview of the tools, mindset and approach used by start-ups to launch new products. Speed is the key, especially today and the start-up tools are leaner than the regular lean tools. While yesterday we would focus on lengthy business case definitions today the method is leaner, faster and more agile and iterative. The era we are in also requires leaders that can think like entrepreneurs! As the world is entering an era of immense change (digital disruptions, acceleration of innovation) more companies need to drive start-up cultures, more agile, offensive and market focused. This e-book will help open the eyes of employees and provide the tools necessary for any entrepreneur or intrapreneur to launch a new idea, product or company and drive a more dynamic culture based on the start-up mentality. This book is short, straight to the point 55 pages and includes some tables to illustrate some of the tools mentioned. You will learn to Pitch, research and understand the market you are in, think more like an investor (or chief financial officer / controller) and entrepreneur, understand what makes an innovative startup ecosystem (that you can then re-apply for your company), get tips on networking and connecting with the people you need (internally or externally to your organization) and more. This is a must read in today's world if you don't know much about start-ups... The ebook includes a foreword from Bernard Kress, a Silicon Valley serial entrepreneur and veteran who also most recently worked for Google Glass and Microsoft HoloLens (The future of computing: Augmented Reality). Visit the authors blog here:

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