



## Start Small, Stay Small: A Developers Guide to Launching a Startup

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By Rob Walling

Numa Group, LLC. Paperback. Book Condition: New. Paperback. 212 pages. Dimensions: 8.8in. x 5.9in. x 0.7in. Start Small, Stay Small is a step-by-step guide to launching a self-funded startup. If you're a desktop, mobile or web developer, this book is your blueprint to getting your startup off the ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: You don't have 6M of investor funds sitting in your bank account. You're not going to relocate to the handful of startup hubs in the world. You're not going to work 70-hour weeks for low pay with the hope of someday making millions from stock options. There's nothing wrong with pursuing venture funding and attempting to grow fast like Amazon, Google, Twitter, and Facebook. It just so happened that most people are not in a place to do this. Start Small, Stay Small also focuses on the single most important element of a startup that most developers avoid: marketing. There are many great resources for learning how to write code, organize...



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