**Useful Reads/Blogs on Entrepreneurship**

* Path to Start-Up
  + [**Paul Graham Before the Startup**](http://www.paulgraham.com/before.html)
  + [**Ben Horowitz to Startup CEOs: This Won't Be Easy**](http://www.inc.com/magazine/201404/leigh-buchanan/ben-horowitz-new-book-the-hard-thing-about-hard-things.html)
* Identifying a need in the market
  + [**Talking to Humans**](https://s3.amazonaws.com/TalkingtoHumans/Talking+to+Humans.pdf)
  + [**The Making Of Tesla: Invention, Betrayal, And The Birth Of The Roadster**](http://www.businessinsider.com/tesla-the-origin-story-2014-10)
* Ideation
  + [**Creation Myth**](http://www.newyorker.com/magazine/2011/05/16/creation-myth)
  + [**Paul Graham: How to get startup ideas**](http://paulgraham.com/startupideas.html)
  + [**Apple’s Secret? It Tells Us What We Should Love**](https://hbr.org/2010/01/how-apple-innovates-by-telling)
* Design thinking/brainstorming
  + [**How Dropbox Started As A Minimal Viable Product**](https://techcrunch.com/2011/10/19/dropbox-minimal-viable-product/)
  + [**Design Thinking for Entrepreneurs: 6 Tips from Jessica Do**](http://www.thedesigngym.com/design-thinking-for-aspiring-entrepreneurs-6-tips-from-jessica-do)
* Team Formation/What makes a good team
  + [**What Makes a Good Founding Team**](https://foundrmag.com/founding-team/)
* Why startups fail/how to plan for success
  + [**How to Identify Strengths and Weaknesses of a Business Plan**](http://smallbusiness.chron.com/identify-strengths-weaknesses-business-plan-44535.html)
  + [**Are Business Plans Still Necessary?**](http://www.bothsidesofthetable.com/2009/11/03/are-business-plans-still-necessary/)
* De-risking product/Market fit
  + [**12 Successful Entrepreneurs Share The Best Advice They Ever Got**](http://www.businessinsider.com/entrepreneurs-best-advice-2013-12?op=1)
  + [**Misfit Vets Out to Debug Science Experiments With Elemental Machines**](http://www.xconomy.com/boston/2016/02/03/misfit-vets-out-to-debug-science-experiments-with-elemental-machines/#)
* From Original Idea to MVP to Market
  + [**15 Ways to test an MVP**](http://thenextweb.com/dd/2014/11/12/15-ways-test-minimum-viable-product/)
* Technical de-risking
  + **[With Mimo, MIT Alums Are Disrupting The Baby Nursery, Onesie At A Time](http://techcrunch.com/2015/01/27/with-mimo-mit-alums-are-disrupting-the-baby-nursery-onesie-at-a-time/)**
* Networking
  + [**When Selling is the Worst Way to Win Customers**](http://www.forentrepreneurs.com/build-trusted-relationships/)
  + [**Lessons Learnt From Viral Marketing**](http://www.forentrepreneurs.com/lessons-learnt-viral-marketing/)
  + [**5 Steps To Choose Your Customer Acquisition Channel**](http://www.coelevate.com/essays/5-steps-to-choose-your-customer-acquisition-channel)
  + [**How are you acquiring customers?**](http://payne.org/blog/how-are-you-acquiring-customers/)
* Marketing/Messaging and Brand
  + [**Clarity of Message: Why You Need A Great Message & How To Create It**](http://www.forentrepreneurs.com/clarity-of-message/)
* Funding your businesses
  + [**10 Terms you should know before raising startup capital**](http://www.forbes.com/sites/jjcolao/2013/10/14/10-terms-you-must-know-before-raising-startup-capital/)
  + [**Venture Capital: The Good, Bad, and Ugly**](http://www.bloomberg.com/bw/stories/2006-07-17/venture-capital-the-good-bad-and-uglybusinessweek-business-news-stock-market-and-financial-advice)
  + [**What I Would Look for When Choosing a VC – Knowing What I Know Now?**](http://www.bothsidesofthetable.com/2014/01/22/what-i-would-look-for-when-choosing-a-vc-knowing-what-i-know-now/)
* Making Money
  + [**Game Changing Business Models**](http://www.startupsecrets.com/game-changing-business-models)

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Courses on Entrepreneurship

* [**Notes Essays on Peter Theil’s Stanford Course CS183: Startup**](http://blakemasters.com/peter-thiels-cs183-startup)
* [**Entrepreneurship Educators Forum**](http://www.eef.io/)