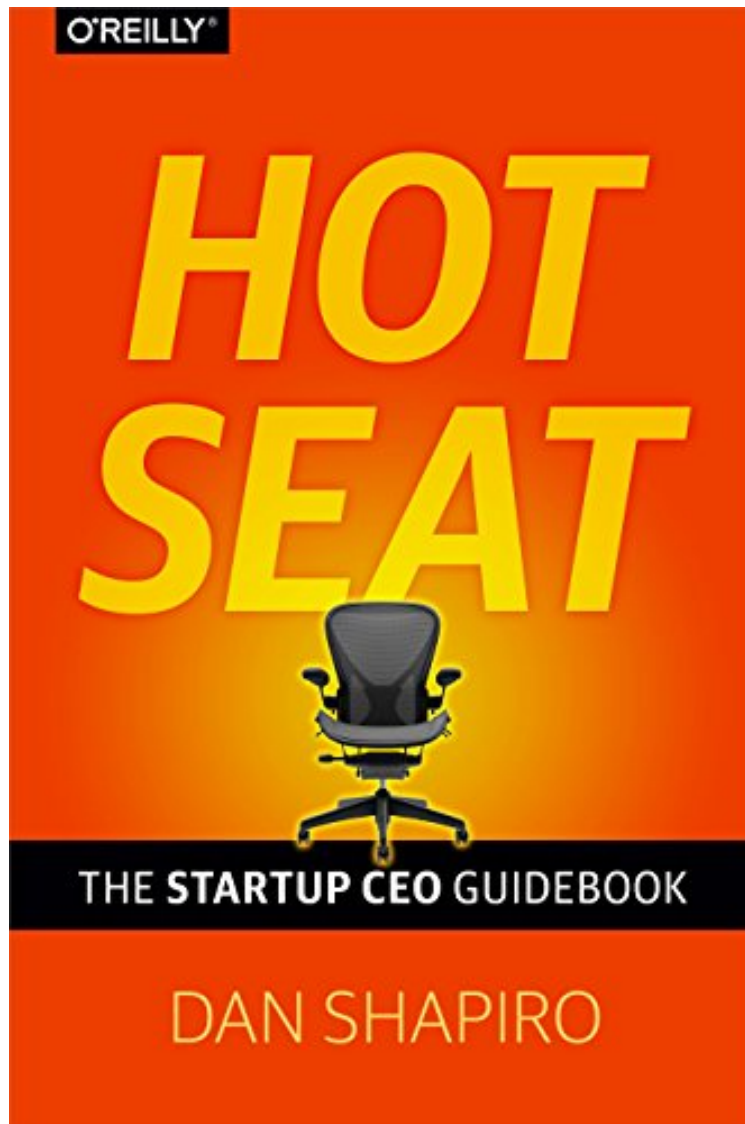


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## Hot Seat: The Startup CEO Guidebook

*Dan Shapiro*

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**Dan Shapiro : Hot Seat: The Startup CEO Guidebook** before purchasing it in order to gage whether or not it would be worth my time, and all praised Hot Seat: The Startup CEO Guidebook:

1 of 1 people found the following review helpful. If you're founding a start-up or working for one, read this bookBy Ian K.Building a venture capital funded start-up is one of the hardest things that most people will ever do. This is the best book I've found on building a start-up, from funding through exit. If you are founding a start-up or working for one, this book is essential reading.The press reports of SnapChat turning down a \$3 billion acquisition offer from Facebook, or an app called Yo (which sends the text message "yo" to your friend's phone) getting \$1 million venture funding reflects the mythology of start-ups. The book Hot Seat describes the reality.Dan Shapiro is not some "Master

of the Universe" who founded a start-up during the dot-com boom and managed to sell out before the crash. He has built multiple start-ups from the ground up, the hard way. There's no business jargon in *Hot Seat*, no empty platitudes. He writes about the mistakes he made, along with his successes. He writes about how hard it is to raise money as a first time founder. But he tries to give you some of the knowledge that you will need to succeed. Dan Shapiro is an excellent writer and he presents the critical information in *Hot Seat* in an engaging manner. He writes not only of his own experience, but of the experiences of people he knows. The first half of the book discusses some of the challenges a start-up CEO will face. Raising money, attracting co-founders and early employees, dealing with investors, some of the critical forms you need to file. This book is so good that I have absolutely no doubt that I will read it again. The second half of the book is about how to manage your success after you survive the early challenges. Dan writes that there are always challenges and risks, they just change in nature. I have to confess that I didn't read the second half as closely because I kept thinking "I should be so lucky". But if I do succeed, I will be rereading the second half. One of the scariest things about founding a company is that there are few guides. This book is one of the best you're going to find.

3 of 3 people found the following review helpful. I love this book!  
By Kieran Snyder  
I really liked this book: it is wise and totally consumable. It's appropriate for aspiring CEOs, for new CEOs, and for CEOs with a bit of experience - and many parts are relevant for anyone founding a company in any role, whether or not they're the CEO. Any one of the sections of this book could be exploded into a book in its own right, but the chapters on the formation of company culture and the considerations wrt startup MAs were especially strong (and at least like what I've read in other books on entrepreneurship). I found myself sharing excerpts with my co-founder at several points through the book. The chapter structure makes this a quick read - you can read it over a few days or just choose sections here and there as appropriate for your company stage. The narrative voice is confident and easy to relate to. Dan Shapiro's own successes as an entrepreneur have mostly been exits so I wasn't surprised to see relatively little on IPOs, but if I had one wish for additional content, it would be to hear more about exit vs. IPO considerations. Overall this was a really great read. I found a lot of useful strategies along the way and will definitely be going back to it.

0 of 0 people found the following review helpful. For the eager entrepreneur  
By A. J. Dessler  
A wonderful book for someone think of starting a company. The book is written with verve and style. I, who have no intention of starting a company, found the book's philosophical and management content refreshingly interesting. I could see that even if I had worked up to a high position in an established company, the only ways to know of the unique problems encountered in starting a new company (e.g., raising money, dual problems of leadership and management, etc.) and learn how to handle them was to read a books such as this one, or get experience by working in a start-up or two.

What avoidable problem destroys more young startups than any other? Why is it a mistake to ask for introductions to investors? When do you play the CEO card? Should you sell out? Author and four-time founder/CEO Dan Shapiro tells the stories of dozens of startups whose companies lived and died by the advice in these pages. From inception to destruction and triumph to despair, this rollercoaster read takes aspiring entrepreneurs from the highs of billion-dollar payouts and market-smashing success to the depths of impostor syndrome and bankruptcy. *Hot Seat* is divided into the five phases of the startup CEO experience: **Founding** explains how to formulate your idea, allocate equity, and not argue yourself to death; **Funding** provides the keys to venture capital, angels, and crowdfunding, plus clear advice on which approach to choose; **Leadership** lays out a path to build a strategy and culture for your team that will survive good times and bad; **Management** reveals how to manage your board, argue with your team, and play the CEO card; **Endgame** explains how to finish a company's existence with grace, wealth, and minimal litigation.

Every CEO in the Highway1 program is going to be welcomed with a firm handshake and a copy of this book. **BRADY FORREST**