



# The Startup Equation: A Visual Guidebook to Building Your Startup (Business Books)

By Steve Fisher, Ja-Nae Duane

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## The Startup Equation: A Visual Guidebook to Building Your Startup (Business Books) By Steve Fisher, Ja-Nae Duane

### Visualize Your Successful New Business

You have a great idea for a new business. Now what? How do you turn that great idea into a viable business? Leveraging visual tools, *The Startup Equation* leads you step by step through the decisions you need to make to find your perfect startup model. You'll learn things such as identifying your unique entrepreneurial type, creating a great product, building a great team, finding funding and scaling in addition to other elements essential to crafting a roadmap that fits you and your business.

Drawing from their extensive experience working with startups, entrepreneurs Steve Fisher and Ja-Nae Duane offer expert advice on dealing with the challenges and opportunities that accompany every type of new business. Using visual storytelling, they provide a much-needed blueprint to understanding the startup economy. The authors include illustrative business examples from companies such as TechStars and 500Startups, as well as interviews with over 40 entrepreneurs from across the globe.

Filled with insightful case studies, *The Startup Equation* is a vibrant, practical guide to creating a winning business model for any startup. By following the accessible visual roadmap within, you'll discover how to build your own successful business plan for your unique dream.

**Steve Fisher** is product designer, filmmaker, entrepreneur, and startup advisor.

**Ja-Nae Duane** is an entrepreneur, researcher, startup advisor, and professor of entrepreneurship & innovation.

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### Editorial Review

#### Review

*"Having a vision for greatness is one thing. But actually having the tools and a framework to build it is another. This book is all of those things and more. It is the startup bible that will help you achieve the greatness you've been looking for."* - **Lewis Howes, Entrepreneur, Speaker and Author of "The School of Greatness"**

*"Read this book and understand the elements that make up a successful startup. Let this knowledge react with that ingenious idea you have brewing in your head and finally concoct something that will forever change the world."* - **David Alston, Marketer, Investor, Startup Advisor and Film Maker (Code Kids, Millennial Dream)**

#### About the Author

**Steve Fisher (Boston, MA)** is co-founder of the Revolution Factory, a global network that funds, builds, and launching new products. He is also co-founder of The Revolution Institute, a global nonprofit that promotes social good.

**Ja-Nae Duane (Boston, MA)** is a speaker, strategist, social scientist, artist, creative economist, and author of *How to Start Your Business with \$100*.

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