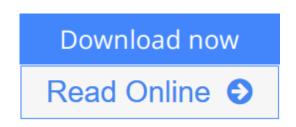# Do More Faster: TechStars Lessons to Accelerate Your Startup

By Brad Feld, David Cohen

Do More Faster: TechStars Lessons to Accelerate Your Startup By Brad Feld, David Cohen

Practical advice from some of today's top early stage investors and entrepreneurs

TechStars is a mentorship-driven startup accelerator with operations in three U.S. cities. Once a year in each city, it funds about ten Internet startups with a small amount of capital and surrounds them with around fifty top Internet entrepreneurs and investors. Historically, about seventy-five percent of the companies that go through TechStars raise a meaningful amount of angel or venture capital. *Do More Faster: TechStars Lessons to Accelerate Your Startup* is a collection of advice that comes from individuals who have passed through, or are part of, this proven program. Each vignette is an exploration of information often heard during the TechStars program and provides practical insights into early stage entrepreneurship.

- Contains seven sections, each focusing on a major theme within the TechStars program, including idea and vision, fundraising, legal and structure, and work/life balance
- Created by two highly regarded experts in the world of early stage investing
- Essays in each section come from the experienced author team as well as TechStar mentors, entrepreneurs, and founders of companies

While you'll ultimately have to make your own decisions about what's right for your business, *Do More Faster: TechStars Lessons to Accelerate Your Startup* can get your entrepreneurial endeavor headed in the right direction.

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Editorial Review

From the Inside Flap

It is a cold, hard fact of business life that most startups fail. Even many of those entrepreneurs who ultimately succeed have stories of personal challenges, unsuccessful companies, and difficulties along the way. The founders of TechStars, a mentorship-driven startup accelerator, have worked with entrepreneurs and companies over the past twenty-five years, and have seen a number of the same issues come up again and again.

In Do More Faster, the founders of TechStars identify the key issues that first-time entrepreneurs encounter, and offer proven advice from successful entrepreneurs who have worked with the TechStars program.

The authors organize the most critical issues into seven themes: Idea and Vision, People, Execution, Product, Fundraising, Legal and Structure, and Work and Life Balance. Many of the examples are personal experiences from the entrepreneurs themselves, integrated into a cohesive narrative—while at the same time able to stand on their own. Throughout the book, they debunk numerous myths about startups and reveal some surprising truths. They explain, for instance, that the core of a startup is not always a world-changing and earth-shattering idea—in fact, it is often the case that successful startups started out doing something else. They also underscore the efficiency of execution: great entrepreneurs know how to synthesize data, make a decision about the path they are going down, and execute. And they offer some alternatives to traditional ways of raising money, while stressing that you shouldn't start with the assumption that you need to raise money.

Mastering the seven themes may not ensure success, but understanding the issues, reading the stories, and getting advice pertaining to these issues will increase your chances dramatically. And if nothing else, you'll realize that you aren't alone in facing these challenges.

From the Back Cover

Praise for Do More Faster

"Remember when experience mattered? Thanks to this book, no matter how new to your field or how young or inexperienced you are, you can learn from people who have actually done it.

Sure beats failing." —Seth Godin, author of Linchpin

"When it comes to pragmatic advice—as well as examples highlighting real-world results—Do More Faster is a full-course meal. Brad and David have done a masterful job of simplifying into bite-sized chunks the ingredients that every entrepreneur should consider in channeling their enthusiasm into a real-world approach to building a sustainable business. TechStars has set the standard and shared the formula—now you have to execute." —Dan'l Lewin, Corporate Vice President, Strategic and Emerging Business Development, Microsoft

"If you have an idea and a dream, read Do More Faster! It offers a unique opportunity to hear first- hand what to do (and what not to do) to build and scale your business." —Josh Kopelman, Managing Partner, First

Round Capital

"Having recently launched my fourth startup, I can say without reservation that what Brad and David are doing to promote entrepreneurialism is accelerating the pace of innovation. Additionally, the ideas and examples they reveal in Do More Faster are tangible and valuable lessons for anyone thinking about starting a new business. Their passion, vision, and commitment to the startup community, both through TechStars and their personal mentorship, are unmatched."
—Pete Sheinbaum, founder and CEO, The Mandelbrot Project, Inc., and former CEO, DailyCandy, Inc.

"One thing is sure in the tech world: that history repeats itself. The lessons in founding companies are always the same, yet these are rarely passed down from one generation of entrepreneur to the next. Brad and David have done a brilliant job of crystallizing the most important lessons and bringing them to life in the words of the entrepreneurs. Every startup founder should read this book!"
—Vivek Wadhwa, columnist, Bloomberg Businessweek, and contributor, TechCrunch

"Do More Faster is a locked-room all-nighter with David Cohen, Brad Feld, and the impressive mentors to TechStars; it is candid, smart, and spot-on. This is some of the very best advice entrepreneurs can get anywhere. Buy it already."
—Paul Kedrosky, Angel Investor and Senior Fellow, Kauffman Foundation

About the Author
David Cohen is the founder and CEO of TechStars. He previously founded and successfully exited several companies and is now an angel investor in over 100 Internet startups.
Brad Feld is a managing director of Foundry Group, an early stage venture capital firm. He has been an early stage investor and entrepreneur for over twenty-five years.

Users Review

From reader reviews:

Jean Young:

The event that you get from Do More Faster: TechStars Lessons to Accelerate Your Startup may be the more deep you excavating the information that hide in the words the more you get considering reading it. It doesn't mean that this book is hard to understand but Do More Faster: TechStars Lessons to Accelerate Your Startup giving you enjoyment feeling of reading. The article writer conveys their point in selected way that can be understood by simply anyone who read the item because the author of this e-book is well-known enough. This kind of book also makes your personal vocabulary increase well. It is therefore easy to understand then can go along, both in printed or e-book style are available. We recommend you for having this Do More Faster: TechStars Lessons to Accelerate Your Startup instantly.

Mary Muncy:

Spent a free the perfect time to be fun activity to try and do! A lot of people spent their sparetime with their family, or their own friends. Usually they carrying out activity like watching television, likely to beach, or picnic inside the park. They actually doing ditto every week. Do you feel it? Do you wish to something different to fill your own free time/ holiday? Might be reading a book could be option to fill your totally free time/ holiday. The first thing that you will ask may be what kinds of reserve that you should read. If you

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