



Disciplined Entrepreneurship

Bill Aulet

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Disciplined Entrepreneurship will change the way you think about starting a company. Many believe that entrepreneurship cannot be taught, but great entrepreneurs aren't born with something special – they simply make great products. This book will show you how to create a successful startup through developing an innovative product. It breaks down the necessary processes into an integrated, comprehensive, and proven 24-step framework that any industrious person can learn and apply.

You will learn:

Why the “F” word – focus – is crucial to a startup’s success

Common obstacles that entrepreneurs face – and how to overcome them

How to use innovation to stand out in the crowd – it’s not just about technology

Whether you’re a first-time or repeat entrepreneur, Disciplined Entrepreneurship gives you the tools you need to improve your odds of making a product people want.

Author Bill Aulet is the managing director of the Martin Trust Center for MIT Entrepreneurship as well as a senior lecturer at the MIT Sloan School of Management.

For more please visit <http://disciplinedentrepreneurship.com/>

Disciplined Entrepreneurship Details

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From Reader Review Disciplined Entrepreneurship for online ebook

Kelly Reid says

SO, two things:

- 1) I met Bill at a lecture in Chicago put on by some MIT alumni. I got the book (much like some waffle fries) FOR FREE. I feel the need to disclose this so people don't think I'm shilling for Bill's book, and to kind of nerdbrag a little bit.
- 2) I stopped reading about 25% of the way through. Why? Because my business is not at the stage where I need his RIDICULOUSLY THOROUGH guidance. I wish I had this 3 years ago. So, I stopped reading because I am going to give it to someone else who will put it to use RIGHT NOW. I skimmed/speed read most of the rest.

That said, the parts I focused on were great. It has a lot of shades of "Startup Owners Manual" and "Lean Startup", which makes sense considering those are two seminal tomes of the Entrepreneurship world.

The book is presented beautifully. It's a combination of a graphic novel, coffee table book, and a technical manual. Leave it to MIT to make that work! It's punctuated by cartoons (tastefully, not cheesy) and visualizations. The production quality is top-notch.

I will loan any of my friends my copy, if you promise three things:

- 1) WRITE ALL OVER THE BOOK. Marginal notes, sketches, commentary, highlights, circles, dog-ears....beat it up. My books are a living library. They contain notes from the people I've lent to, as well as my own.
- 2) USE THE KNOWLEDGE OR GIVE IT BACK. No jokers. No paperback cowboys.
- 3) RETURN IT TO ME --OR-- pass it along to someone else who will abide by these rules and then return it back to you (or me).

Petr Bela says

The book was primarily written as a coursebook for the author's entrepreneurship course at MIT. If you've read a lot of books about startups this one will probably not surprise you, still, it provides a structured guide to all the various aspects of starting a company.

Ashlyn says

Update I read this book again, however, I went through the steps using detoolbox.com. It seemed informative, but I was still a little disappointed that some aspects of creating and developing the product and

finding manufacturers was not mentioned. At times, it seemed a little dumb to go through this process with data that was not accurate.

I read this book for class, and it seemed like a good book if you want to start an entrepreneurship. The author seemed like he was very conceited of himself and MIT, which was something I didn't like about the book. I am currently going through these steps using detoolbox.com, so I will update my thoughts and rating after I have completed all the steps, and see how they worked.

Daniel Fisberg says

Bill wrote this book during my short stay at MIT in 2011. I'm proud to have a chapter based on the work I did during one of his great classes. Very helpful book if you are planning to start a new venture.

Jose Papo says

This book is a must read! A defined methodology with 24 steps who talks about the importance of Market Segmentation, creating personas, calculate the Total Addressable Market, how to quantify the value proposition, chart competition, design a business model and pricing framework, Lifetime Value and Cost of Customer Acquisition, Identify and Test Key assumptions, Define and create the Minimum Viable Business Product, among other important steps to check if your business idea is really worth pursuing.

Emil Lindfors says

My goto reading suggestion for anyone wanting to get into entrepreneurship

Arnab Padhi says

Have you ever come across any book which gives you an in-depth idea of how to start your startup and ways to know whether your product will survive in the market? well, this book does. It is methodological perfect for any marketing persona, CEO or any person who is associated with the decision-making process of a company. It's not a must-read. It is a must buy and re-read.

Fahad Alnanah says

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Gerry says

Excellent workbook for innovation-driven startups on how to develop a product strategy. I recommend it highly.

ehsan karimkhani says

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Said AlMaskery says

I met Bill Aulet during an executive program in MIT. His lectures were around the ideas presented in this book.

The book is one of the best books I ever read on "start up" techniques, not only does it give you a step by step approach for a start up business, but it also opens your eyes and prepares you for challenges you would probably have struggled through in your first venture.

Interestingly, and unlike other books on the topic, the first few steps urges you to start with the customer in mind. It encourages the entrepreneur to delve deep into the customers needs and specify "the" best customer for your venture which can enable you to build a "beach head strategy" that would allow a quick and strategic expansion to other customers.

If you are willing to start a new company and enter into an entrepreneurial venture, then this book is for you. It's a road map of what you need to do and what you need to prepare for during your journey. I highly recommend it.

Andrew McCoy says

This is the book I've been looking for my whole life--a step by step guide that clearly outlines the essential considerations to build a successful organization. There are so many applications to this, but with my personality, it's been helpful to have a guidebook to be able to "check off" tasks toward the slow and difficult

process of building a sustainable business.

Suphatra says

I've been flirting with the idea of graduate school for a few years now, and decided to sit in on a couple MBA classes to help inform my indecision. One of these classes focused on tech entrepreneurship and the professor assigned readings from this book by Bill Aulet. I had never heard of the book before, and saw it was not well read on Goodreads or Amazon. I decided to take a chance on it anyway.

After reading half of the book, I had to stop. Here's why: the title is a bit misleading. I thought I was going to get a Peter Drucker, classic management book about the discipline and work ethic of successful entrepreneurs of all types. Instead, the book is a manual, with illustrations to give it a casual feel and "ah-ha!" phrases that are in most business books. The case studies are very thin and mainly about just one startup the author was in. I was also disappointed the book was only about entrepreneurship for new products/tech innovation, and left out SMEs (small and medium enterprises) entirely.

While the book was a bit too light for my taste, it does give a useful and accurate outline of the typical tech entrepreneur's startup trajectory. A good book for the tech start up wannabe, but not necessary for people who want to become "disciplined entrepreneurs."

Soundview Executive Book Summaries says

Disciplined Entrepreneurship: 24 Steps to a Successful Startup by Bill Aulet was chosen by Soundview Executive Book Summaries as one of the Top 30 Business Books of 2014.

THE SOUNDVIEW REVIEW:

Human history has seen certain occupations lifted to a pedestal during a particular era. What explorers were to the Age of Discovery and artists were to the Renaissance, entrepreneurs now occupy places of highest esteem in today's global marketplace. However, MIT professor and serial entrepreneur Bill Aulet takes a different view of the start-up. In his book *Disciplined Entrepreneurship: 24 Steps to a Successful Startup*, he's not looking to knock down the entrepreneur's pedestal but instead raise the masses to the same level.

If you're currently entrenched in a large organization and thinking of striking out on your own, you might want to consult Aulet's book before you start courting venture capital. *Disciplined Entrepreneurship* delivers compact doses of truth alongside the questions you need to answer to rapidly start and grow a business. Aulet is not afraid to take a hammer to some rock-solid myths, such as the belief that an entrepreneurial venture is commonly the work of a lone hero CEO.

The 24 steps in *Disciplined Entrepreneurship* are grouped into six themes. Each set of steps answers one of six questions: Who is Your Customer, What Can Your Customer Do For You, How Does Your Customer Acquire Your Product, How Do You Make Money Off Your Product, How Do You Design & Build Your Product, and How Do You Scale Your Business? All of the steps reinforce Aulet's overarching theme that entrepreneurship can be taught. None of the questions can be properly answered without the reader first answering the question that Aulet suggests every would-be entrepreneur answer: What can I do well that I

would love to do for an extended period of time.

If you are able to answer that question, you've taken an important first step. *Disciplined Entrepreneurship* will help you put the right foot forward on all 24 steps that follow.

Soundview's 8-page Executive Book Summary of *Disciplined Entrepreneurship* is available [here](#).

Charles says

Good for people looking for a self-serve education on entrepreneurship. A few of the steps in there are fairly repetitive, especially in the beginning. Also 24 steps can come off as too many to remember, but the problem of how many layers of abstraction one should add to a concept like entrepreneurship is difficult to solve.
