

Start Up Resources for the Entrepreneur 2017

By

Marcus P. Zillman, M.S., A.M.H.A.
Executive Director – Virtual Private Library
zillman@virtualprivatelibrary.com

Sections Include:

Idea Validation – How To Validate Your Startup Idea

Bootstrapping

Pitching

Lean Startup

Customer Development [CustDev]

Minimum Viable Product [MVP]

Launching

Funding/Venture Capital/Seed Capital/Angel Investing

Landing Page Optimization

PR/Press/Marketing

Conversion Rate Optimization

Tools, Resources and Videos

Subject Tracer™ Information Blogs

Validation - How To Validate Your Startup Idea:

Contribber - Unlock the Potential of Your Startup

<https://www.contribber.com/>

Four Simple Low Resolution Innovation Tests - how to validate your innovation

<http://blogs.hbr.org/anthony/2011/06/four-simple-ways-to-do-transac.html>



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<http://www.StartUpResources.us/>

<http://www.zillman.us/>

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How Do We Identify Good Ideas?

<http://www.wired.com/wiredscience/2012/01/how-do-we-identify-good-ideas/>

How to evaluate your business idea

<http://us.moo.com/ideas/evaluate-your-business-idea.html>

How to evaluate your startup idea part 1 the basics

<http://mattmaroon.com/2012/03/01/how-to-evaluate-your-startup-idea-part-1-the-basics/>

Proof-of-Concept Revolution

<https://proov.io/>

startHow to Test Your Minimum Viable Product

<http://www.inc.com/steve-blank/how-test-prototype-minimum-viable-product.html>

Pitch your app idea to a professional crowd, collect feedback and gauge results

<http://www.launchsky.com/>

So you want to do a startup?

<http://www.slideshare.net/missrogue/so-you-want-to-do-a-startup-eh>

Test your startup idea

<https://www.leanstartupmachine.com/validationboard/>

What makes a good business idea

<http://www.smarta.com/advice/starting-up/business-ideas/what-makes-a-good-business-idea>

Bootstrapping:

Bootstrapping.io email newsletter

<http://bootstrapping.io/>

The Bootstrappers' Bible by Seth Godin (pdf)

<http://www.sethgodin.com/sg/docs/bootstrap.pdf>



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Pitching:

15 Dumb Mistakes to Avoid When Pitching Investors

<http://www.inc.com/young-entrepreneur-council/12-dumb-mistakes-to-avoid-when-pitching-investors.html>

Eleven Compelling Startup Pitch Archetypes (with examples from YC companies)

<http://www.jasonshen.com/2012/eleven-compelling-startup-pitch-archetypes-with-examples-from-yc-companies/>

How to Craft the Perfect Marketing Elevator Pitch

<http://blog.hubspot.com/blog/tabid/6307/bid/33822/How-to-Craft-the-Perfect-Marketing-Elevator-Pitch.aspx>

How to Not Suck at Pitching Your Idea

<http://www.thoughtleadersllc.com/2011/10/how-to-not-suck-at-pitching-your-idea/>

How to pitch an idea

<http://scottberkun.com/essays/38-how-to-pitch-an-idea/>

Lean Startup:

The Lean Startup How-to book [Ash Maurya]

<http://runninglean.co/>

Lean Startup in 1500 words

<http://lmalmanza.wordpress.com/2012/06/12/understanding-lean-startup-in-1550-words/>

Customer Development [CustDev]:

18 Tips and Tricks for Conducting Killer Customer Interviews

<http://blog.liffft.com/2013/10/23/18-tips-and-tricks-for-conducting-killer-customer-interviews/>



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95 Ways to find your first customers for customer development or your first sale
<http://jasonevanish.com/2013/08/11/95-ways-to-find-your-first-customers-for-customer-development-or-your-first-sale/>

A template for customer dev interviews
<http://revolveapp.com/blog/bid/213179/A-Template-for-Lean-Startup-style-Customer-Development-Interviews>

A tool to Plan, conduct and organize your customer development interviews
<http://wisehunch.com/>

Connecting startups with their customer segments
<http://www.explorly.co/>

The Most Important Elements of Interviews with Prospective Customers
<http://www.telleen-lawton.com/2013/01/12/the-most-important-elements-of-prospective-customer-interviews/>

Tips for Customer development
<http://welovelean.wordpress.com/2012/11/16/customer-development-is-awkward-heres-some-ti/>

Twelve tips for customer development interviews
<http://www.dancingmango.com/blog/2012/12/14/twelve-tips-for-customer-development-interviews/>

Minimum Viable Product [MVP]:

Developing Ideas
<http://johnniemoore.com/developing-ideas/>

How to test your MVP
<http://www.inc.com/steve-blank/how-test-prototype-minimum-viable-product.html>

MVP Doesn't Mean Anything
<http://rein.pk/mvp-doesnt-mean-anything/>



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"Pretotyping" [something built before building prototype]

<https://groups.google.com/forum/#!topic/lean-startup-circle/8QhgaAF-3Y0>

Proof-of-Concept Revolution

<https://proov.io/>

The Four Parts of a MVP

<http://grasshopperherder.com/the-four-parts-of-a-minimal-viable-product/>

Launching:

How to Launch Anything - by Nathan Barry

<http://www.smashingmagazine.com/2013/06/28/how-to-launch-anything/>

HopScratch - Start Your Business the Right Way

<https://www.hopscratch.com/>

How to effectively launch your new product or service

<http://blog.pressdoc.com/2011/06/how-to-effectively-launch-your-new-product-or-service.html>

How to launch a new product

<http://calacanis.com/2008/12/23/how-to-launch-a-new-product/>

How to Launch a Successful Web-based Promotion

<http://www.marketingpilgrim.com/2011/06/how-to-launch-a-successful-web-based-promotion.html>

Mastering Product Launches - A course by Nathan Barry

<http://nathanbarry.com/launch/product/>

The Art of Launching an App: A Case Study

<http://uxdesign.smashingmagazine.com/2012/04/05/art-of-launching-app-case-study/>

YoungStartUp Ventures

<http://www.youngstartup.com/>



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Funding/Venture Capital/Seed Capital/Angel Investing:

A platform for wannabe investors to get in on early-stage ventures

<http://www.inc.com/maeghan-ouimet/fundersclub-makes-you-an-angel-investor.html>
<https://fundersclub.com/how-it-works/>

Crowdfunding Resources 2017 White Paper Link Dataset Compilation

<http://www.CrowdFundingResources.info/>

Marketplace for pre-IPO investments

<http://equityzen.com/e/>

New Trends In Startup Financing Explained For Laymen

<http://www.kalzumeus.com/2010/09/02/new-trends-in-startup-investing-explained-for-laymen/>

Seed capital and mentorship for startups

<http://www.techstars.org/>

Term Sheets

<http://www.quora.com/What-are-examples-of-good-startup-term-sheets/answer/Mark-Suster>
<http://www.wsgr.com/WSGR/Display.aspx?SectionName=practice/termsheet.htm>

The Eight Best Questions We Got While Raising Venture Capital

<http://techcrunch.com/2009/11/18/good-question-the-eight-best-questions-we-got-while-raising-venture-capital/>

Venture Capital Basics

<http://swombat.com/2011/2/17/venture-capital-basics>

Venture Capital Database

<http://punctuative.com/vcdb/>

Landing Page Optimization:

8 Steps to a Better Direct Response Landing Page

<http://www.clickz.com/clickz/column/2174645/steps-direct-response-landing-page>



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10 best practices for landing page design you need to know

<http://www.polarisprinc.com/blog/bid/285925/10-best-practices-for-landing-page-design-you-need-to-know>

11 Simple (But Critical) Tips for Creating Better Landing Pages

<http://blog.hubspot.com/blog/tabid/6307/bid/33927/11-Simple-But-Critical-Tips-for-Creating-Better-Landing-Pages.aspx>

36 articles and resources to help you complete your next LPO project

<http://www.marketingexperiments.com/blog/research-topics/landing-page-optimization-research-topics/36-articles-and-resources-to-complete-lpo.html>

A 50-Point Checklist For Creating The Ultimate Landing Page

<http://unbounce.com/landing-pages/checklist/>

The 8 Questions That Create Perfect Landing Page Copy

<http://blog.kissmetrics.com/high-impact-landing-copy/>

PR/Press/Marketing:

10 Essential PR Tips for Startups

<http://mashable.com/2011/10/10/pr-startups/>

109 Ways to Make Your Business Irresistible to the Media – "The publicity is there for the taking." by Patrick Garmoe about marketing your business via press attention

<http://www.copyblogger.com/irresistible-pr/>

22 Tips on How To Operate a Trade Show Booth

<http://calacanis.com/2009/09/08/22-tips-on-how-to-operate-a-trade-show-booth/>

3 Ways to Create Buzz Before You Even Have a Prototype

<http://www.themuse.com/advice/3-ways-to-create-buzz-before-you-even-have-a-prototype>

5 Top Tips to Market a New Product on a Minimum Budget

<http://www.steamfeed.com/5-top-tips-market-new-product-minimum-budget/>



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92 Ways to Get (and Maximize) Press Coverage

<http://moz.com/blog/92-ways-to-get-and-maximize-press-coverage>

99 tips for poor web startups

<http://www.avivadirectory.com/branding/?p=1>

How do I get my first few customers?

<http://blog.asmartbear.com/get-first-customers.html>

How do I sell a general-purpose tool?

<http://blog.asmartbear.com/sell-general-purpose-tool.html>

I Pitched @TechCrunch And 13 Ways To Get Press When You Launch Your Startup

<http://jasonlbaptiste.com/featured-articles/how-i-pitched-techcrunch-and-13-ways-to-get-press-when-you-launch-your-startup/>

How to Demo your Startup Parts One & Two

<http://calacanis.com/2009/09/08/how-to-demo-your-startup-part-one/>

<http://calacanis.com/2009/09/08/how-to-demo-your-startup-part-two/>

How to get massive traction & usage to your product?

<https://medium.com/on-startups/5c67ec8ea4b1>

How to get media coverage for your startup

<http://onstartups.com/tabid/3339/bid/80121/How-To-Get-Media-Coverage-For-Your-Startup-A-Complete-Guide.aspx>

How to get press for anything

<https://medium.com/better-humans/5ddce5c47368>

How to get press coverage

<http://www.damniwish.com/how-to-get-press-coverage/>

How to pitch your company to investors, customers, and employees

http://dondodge.typepad.com/the_next_big_thing/2011/09/how-to-pitch-your-company-to-investors-customers-and-employees.html



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HOW TO: Sign Up Users Even Before You Launch Your Startup

<http://mashable.com/2011/05/04/startup-launch-buzz/>

JustReachOut - Get Press With Smart Outreach

<https://justreachout.io/>

Marketing Your Startup on a Tight Budget

<http://uk.moo.com/ideas/marketing-your-startup-on-a-tight-budget.html>

Secrets to Pitching Your Business to Magazines and Blogs

<https://www.americanexpress.com/us/small-business/openforum/articles/secrets-to-pitching-your-business-to-magazines-and-blogs/?extlink=em-openf-SBdaily>

Startup Marketing Ideas

<http://blog.asmartbear.com/startup-marketing-ideas.html>

Startup Marketing Plan Blueprint

<http://offers.hubspot.com/startup-marketing-plan-blueprint>

Startup Marketing takes you on a journey from the fundamentals to various marketing tools and techniques.

<http://hackermonthly.com/startup-marketing.html>

The Hacker's Guide to Getting Press

<http://www.austenallred.com/the-hackers-guide-to-getting-press/>

The Ultimate Guide to Shameless Self-Promotion for Startups

<http://copyhackers.com/2013/06/promotion-for-startups/>

The Ultimate Guide to Startup Marketing

<http://blog.kissmetrics.com/ultimate-guide-startup-marketing/>

What are the best places to get press coverage for a SAAS B2B tool?

<http://www.quora.com/Software-as-a-Service-SaaS/What-are-the-best-places-to-get-press-coverage-for-a-SAAS-B2B-tool?share=1>

What Every Start-up Should Know about PR

<http://www.themuse.com/advice/what-every-startup-should-know-about-pr>



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Where To Find Your First 2,000 Beta Signups

<http://blog.frontapp.com/2014/03/14/saas-where-to-find-your-first-2000-beta-signups/>

Conversion Rate Optimization:

544 Conversion Rate Optimization Tips (now 741 and counting)

<http://unbounce.com/conversion-rate-optimization/544-conversion-rate-optimization-tips/>

Learn How To Increase Your Conversions From These 5 Consumer Psychology Studies

<http://blog.kissmetrics.com/psychology-into-conversions/>

The 9 Steps to a Better Conversion Rate [Infographic]

<http://www.wordstream.com/blog/ws/2011/12/02/nine-steps-to-better-conversion-rates>

The Definitive FAQ List for Conversion Rate Optimization

<http://www.widerfunnel.com/conversion-rate-optimization/the-faq-list-for-cro>

The Definitive How-To Guide For Conversion Rate Optimization

<http://moz.com/blog/the-definitive-howto-for-conversion-rate-optimization>

Tools, Resources and Videos:

All the Internet of Things (IoT) Forum 2016 Videos In One Place

<https://alltheinternetofthings.com/entries/79626>

Business Intelligence Online Resources 2017

<http://www.BIOnlineResources.info/>

CrunchBase - Discover Innovative Companies and the People Behind Them

<https://www.crunchbase.com/#/home/index>

DataCleaner 5.1 - The Premier Data Quality Solution

<http://datacleaner.org/>



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Diigo - Collect, Annotate, Organize, and Share Web Content

<https://www.diigo.com/>

Doing Business 2016 - Measuring Regulatory Quality and Efficiency

<http://www.doingbusiness.org/reports/global-reports/doing-business-2016>

Entrepreneurial Resources 2017

<http://www.EntrepreneurialResources.info/>

Financial models for startups

<http://www.tatami.io/>

Founders' checklist and other tools for developing startups

<http://www.startupality.com/>

Guide To Privacy Resources 2017

<http://www.StealthMode.info/>

Indix - Largest Structured Product Database

<https://www.indix.com/>

Lean startup templates for early stage companies

<http://www.funded.io/>

MarketSpace - Monitor Your Companies

<https://market.space/>

Matchmaking for entrepreneurs and startups

<http://getgravitate.com/>

New Economy Resources 2017

<http://www.NewEconomyResources.com/>

Nomad List - Best Places In the Word To Live and Work Remotely

<https://nomadlist.com/>

Nweets - Keep Up With Technology News in Twenty Tweets

<https://nweets.co/>



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Platform to build startups

<http://starterpad.com/>

Saydoc - Share, Track, and eSign Your Sales Documents

<https://www.saydoc.com/>

Startup Genome

<https://startupgenome.com/>

Startup Graveyard

<http://startupgraveyard.io/>

Startup Law Glossary

<http://startuplawyer.com/startup-law-glossary>

Startup Patterns - Bit Sized Startup Lessons for Busy Founders

<http://www.startuppatterns.co/>

StartUpStash - A Curated Directory of Resources and Tools To Help You Build Your Startup

<http://startupstash.com/>

Startup Tools | Steve Blank

<http://steveblank.com/tools-and-blogs-for-entrepreneurs/>

State of Startups 2016

<http://stateofstartups.firstround.com/>

Test and innovate business model canvas

<https://www.leanlaunchlab.com/>

Ultimate List of Startup and Business Courses Every Entrepreneur Needs

<http://www.discoverbusiness.us/courses/>

Upwork - Find Freelancers To Tackle Any Job, Any Size, Any Time

<https://www.upwork.com/>



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Validate Business Model - Startup Blueprint

<http://leanstack.com/>

WorkflowMax - All-In-One Job Management

<http://www.workflowmax.com/>

Subject Tracer™ Information Blogs

Subject Tracer™ Information Blogs created and developed by the Virtual Private Library™ combine the best of the latest tools on the Internet. Using bots, blogs and news aggregators the Subject Tracer™ Information blogs generate RSS feeds with the latest resources to create a current information resource flow through niched subject tracers. I am proud to be the creator of the Internet's first Subject Tracer™ Information Blogs:

Virtual Private Library™

<http://www.VirtualPrivateLibrary.com/>

Agriculture Resources

<http://www.AgricultureResources.info/>

Artificial Intelligence Resources

<http://www.AIResources.info/>

Astronomy Resources

<http://www.AstronomyResources.info/>

Auction Resources

<http://www.AuctionResources.info/>

Biological Informatics

<http://www.BiologicalInformatics.info/>

Biotechnology Resources

<http://www.BiotechnologyResources.info/>



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Bot Research

<http://www.BotResearch.info/>

Business Intelligence Resources

<http://www.BIResources.info/>

ChatterBots

<http://www.ChatterBots.info/>

Data Mining Resources

<http://www.DataMiningResources.info/>

Deep Web Research

<http://www.DeepWebResearch.info/>

Directory Resources

<http://www.DirectoryResources.info/>

eCommerce Resources

<http://eCommerceResources.info/>

Education and Academic Resources

<http://www.EducationResources.info/>

Elder Resources

<http://www.ElderResources.info/>

Employment Resources

<http://www.EmploymentResources.info/>

Entrepreneurial Resources

<http://www.EntrepreneurialResources.info/>

Fact Checker Directory

<http://www.FactCheckers.us/>

Financial Sources

<http://www.FinancialSources.info/>



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Finding People

<http://www.FindingPeople.info/>

Games Resources

<http://www.GamesResources.info/>

Genealogy Resources

<http://www.GenealogyResources.info/>

Grant Resources

<http://www.GrantResources.info/>

Green Files

<http://www.GreenFiles.info/>

Grid, Distributed and Cloud Computing Resources

<http://www.GridResources.info/>

Healthcare Resources

<http://www.HealthcareResources.info/>

Information Futures Markets

<http://www.InformationFuturesMarkets.com/>

Information Quality Resources

<http://www.InformationQualityResources.info/>

International Trade Resources

<http://www.InternationalTradeResources.info/>

Internet Alerts

<http://www.InternetAlerts.info/>

Internet Demographics

<http://www.InternetDemographics.info/>

Internet Experts

<http://www.InternetExperts.info/>



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Internet Hoaxes

<http://www.InternetHoaxes.info/>

Intrapreneurial Resources

<http://www.IntrapreneurialResources.info/>

Journalism Resources

<http://www.JournalismResources.info/>

Knowledge Discovery

<http://www.KnowledgeDiscovery.info/>

Military Resources

<http://www.MilitaryResources.info/>

New Economy Analytics, Resources and Alerts

<http://www.NewEconomyAnalytics.com/>

Outsourcing/Offshoring Information and Resources

<http://www.OutsourcingOffshore.us/>

Privacy Resources

<http://www.PrivacyResources.info/>

Reference Resources

<http://www.ReferenceResources.info/>

Research Resources

<http://www.ResearchResources.info/>

RestStress™

<http://www.RestStress.com/>

Script Resources

<http://www.ScriptResources.info/>

ShoppingBots

<http://www.ShoppingBots.info/>



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Social Informatics

<http://www.SocialInformatics.info/>

Statistics Resources and Big Data

<http://www.StatisticsResources.info/>

Student Research

<http://www.StudentResearch.info/>

Theology Resources

<http://www.TheologyResources.info/>

Tutorial Resources

<http://www.TutorialResources.info/>

World Wide Web Reference

<http://www.WWWReference.info/>

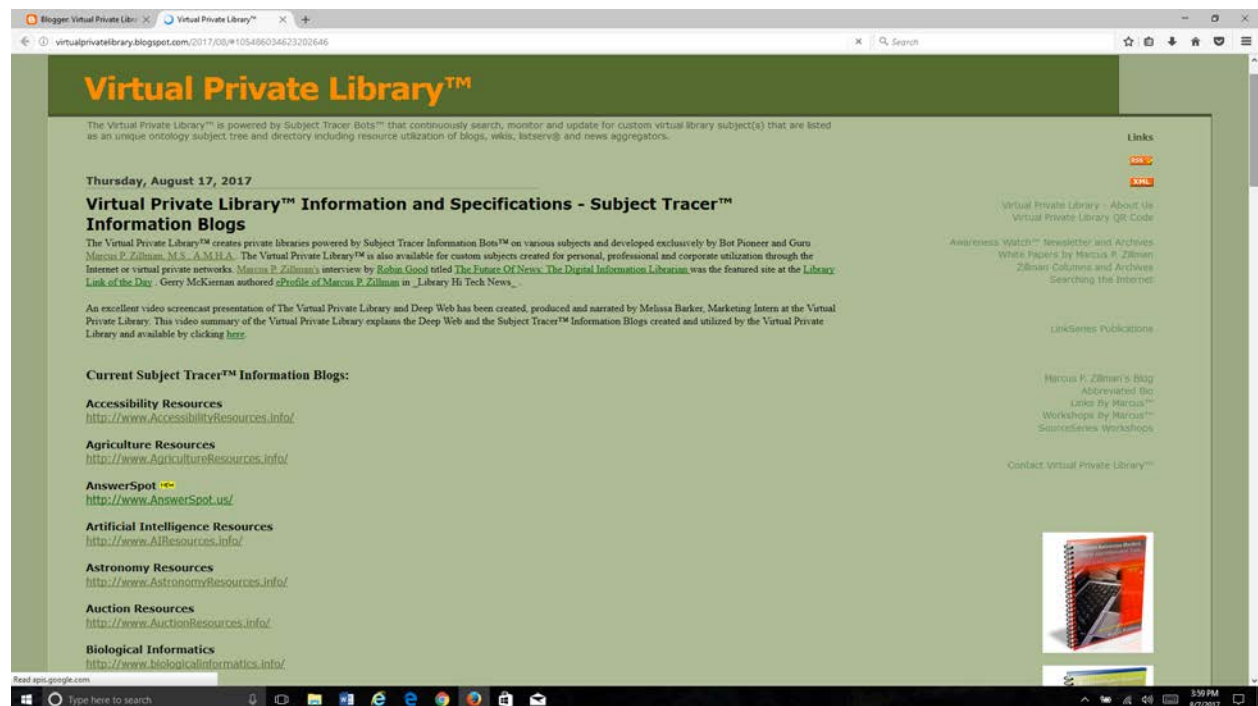


Figure 1: Virtual Private Library™



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Author Information: Marcus P. Zillman, M.S., A.M.H.A. Executive Director of the Virtual Private Library is an international Internet expert, author, keynote speaker and corporate consultant in the area of information retrieval, knowledge discovery, knowledge harvesting, artificial intelligence and bots/intelligent agents. He has created numerous world wide web sites including 54 Subject Tracer™ Information Portals and Blogs; written a number of internet miniguides, white papers, manuals and books; hosted over 160 weekly Internet television shows, writes a weekly and monthly column on Current Awareness on the Internet; writes a monthly newsletter Awareness Watch and delivers keynote presentations throughout the international marketplace. He also actively delivers one and two day workshops for key industry sectors displaying how the Internet can be used as a tool to maintain current awareness and professional competencies.

Additional websites by Marcus P. Zillman, M.S., A.M.H.A.:

Marcus P. Zillman's Blog (19,000+ Postings)

<http://www.zillman.us/>

Marcus P. Zillman Abbreviated Bio

<http://www.zillman.info/>

White Papers by Marcus P. Zillman

<http://www.WhitePapers.us/>

Internet MiniGuides™

<http://www.InternetMiniguide.com/>

Awareness Watch™ Newsletter

<http://www.AwarenessWatch.com/>

Marcus P. Zillman's Columns

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LinkSeries Publications

<http://www.LinkSeries.com/>

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<http://2017DirectoryOfDirectories.com/>

Academic and Scholar Search Engines and Sources

<http://www.ScholarSearchEngines.com/>

Bots, Blogs and News Aggregators 2017

<http://www.BotsBlogs.com/>

Business Intelligence Online Resources 2017

<http://www.BIOnlineResources.info/>

Cloud Computing Resources Primer 2017

<http://www.zillman.us/white-papers/grid-distributed-and-cloud-computing-resources-primer/>

Current Awareness Discovery Tools on the Internet 2017

<http://www.zillman.us/white-papers/current-awareness-discovery-tools-on-the-internet/>

Deep Web Research and Discovery Resources 2017 Article - LLRX and Online White Paper

<http://zillman.blogspot.com/2017/01/llrx-deep-web-research-and-discovery.html>

<http://DeepWeb.us/>



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<http://www.SearchingTheInternet.info/>

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<http://www.ecurrentAwareness.com/>

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Entrepreneurial Links 101

<http://www.EntrepreneurialLinks.com/>

Marcus P. Zillman's newly released 230+ page eReference digital book for the up and coming entrepreneur. Entrepreneurial Links 101 gives an alphabetical listing of the very best Internet and World Wide Web sites covering Entrepreneur Resources, Business Intelligence Resources and an extremely comprehensive list of Online Research Tools. This is considered by many to be the entrepreneur's bible for finding relevant and competent online resources!

Internet Privacy and Security Resources

<http://www.InternetPrivacySecurity.net/>

Marcus P. Zillman's latest eReference digital publication is a selected comprehensive alphabetical listing of the latest resources and sites covering all aspects of privacy and security currently available over the Internet. From the board room to the family room, these resources and sites give you the information you need to maintain your privacy and security as you use the Internet in your business and personal life.

Research Resources Online Guide

<http://www.ResearchResourcesOnline.net/>

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<http://www.NewEconomyManual.com/>

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