Start Up Resources for the Entrepreneur 2018

By

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Sections Include:

Idea Validation – How To Validate Your Startup Idea
Bootstrapping
Pitching
Lean Startup
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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:

Codigital Ideas Engine
http://www.codigital.com/

Contriber - Unlock the Potential of Your Startup
https://www.contriber.com/
Four Simple Low Resolution Innovation Tests - how to validate your innovation

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/

How To Test Your Business Idea
https://www.nerdwallet.com/article/test-business-idea

How to Validate Your Business Ideas Without Spending a Dime
https://www.entrepreneur.com/article/289297

Pitch your app idea to a professional crowd, collect feedback and gauge results
http://www.launchsky.com/

Product Evaluator
http://www.ProductEvaluator.com/

Proof-of-Concept Revolution
https://proov.io/

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

start

How to Test Your Minimum Viable Product

Startup Idea Validation Tools
http://www.starterscode.com/startup-idea-validation-tools/

Test your startup idea
https://www.leanstartupmachine.com/validationboard/
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

Pitching:

15 Dumb Mistakes to Avoid When Pitching Investors

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

How to Craft the Perfect Marketing Elevator Pitch

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

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

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/twelv-tips-for-customer-development-interviews/

Minimum Viable Product [MVP]:

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

How to test your MVP

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

"Prototyping" [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
How to launch a new product

How to Launch a Successful Web-based Promotion

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/

Funding/Venture Capital/Seed Capital/Angel Investing:

A platform for wannabe investors to get in on early-stage ventures
https://fundersclub.com/how-it-works/

Crowdfunding Resources 2018 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

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

The Eight Best Questions We Got While Raising Venture Capital

Venture Capital Basics

Venture Capital Database
http://punctuative.com/vcdb/

Landing Page Optimization:

8 Steps to a Better Direct Response Landing Page

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

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

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/

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

How to Demo your Startup Parts One & Two
How to get massive traction & usage to your product?
https://medium.com/on-startups/5c67ec8ea4b1

How to get media coverage for your startup

How to get press for anything
https://medium.com/better-humans/5ddce5c47368

How to get press coverage

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

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

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

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?

What Every Start-up Should Know about PR
http://www.themuse.com/advice/what-every-startup-should-know-about-pr

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

BRIN Business Advisor
http://www.brin.ai/

Business Intelligence Online Resources 2018
http://www.BIOnlineResources.info/

Clarity - Expert Business Advice
https://clarity.fm/

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/

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/

List of Startup Resources – Score
https://www.score.org/resource/list-startup-resources

MarketSpace - Monitor Your Companies
https://market.space/

Matchmaking for entrepreneurs and startups
http://getgravitate.com/

New Economy Resources 2018
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/

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/

Startup Resources Best Tools
http://www.Startupresources.io/

StartUpStash - A Curated Directory of Resources and Tools To Help You Build Your Startup
http://startupstash.com/

Startup Tools | Steve Blank

State of Startups 2016
http://stateofstartups.firstround.com/

Test and innovate business model canvas
https://www.leanlaunchlab.com/

The Essential Landscape of Enterprise AI Companies

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/

Validate Business Model - Startup Blueprint
http://leanstack.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/

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/

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/

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/

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/

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**
http://www.ZillmanColumns.com

**LinkSeries Publications**
http://www.LinkSeries.com/

**Links By Marcus™**
http://www.LinksByMarcus.com/

**Workshops By Marcus™**
http://www.WorkshopsByMarcus.com/
SourceSeries Internet Research Workshops
http://www.SourceSeries.com/

Watch Marcus™
http://www.WatchMarcus.com/

listen to marcus™
http://www.ListenToMarcus.com

Research White Papers, Articles, Lectures and Speeches by Marcus P. Zillman, M.S., A.M.H.A.:

2018 Directory of Directories
http://2018DirectoryOfDirectories.com/

Academic and Scholar Search Engines and Sources
http://www.ScholarSearchEngines.com/

Bots, Blogs and News Aggregators 2018
http://www.BotsBlogs.com/

Business Intelligence Online Resources 2018
http://www.BIOnlineResources.info/

Cloud Computing Resources Primer 2018
http://www.zillman.us/white-papers/grid-distributed-and-cloud-computing-resources-primer/

Current Awareness Discovery Tools on the Internet 2018

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/

eMarketing miniGuide 2017
http://www.eMarketingMiniGuide.com/
eReference Library Link Toolkit 2017
http://www.eReferenceLibrary.com/

Finding Experts By Using the Internet 2018
http://www.FindingExperts.info/

Finding People Resources and Sites 2018
http://www.FindingPeople.info/

Healthcare Bots and Subject Directories 2018
http://www.HealthcareBots.info/

Knowledge Discovery Resources 2018
http://www.KDResources.info/

New Economy Resources 2018
http://www.NewEconomyResources.com/

Online Research Browsers 2018
http://www.zillman.us/white-papers/online-research-browsers/

Online Research Tools
http://www.OnlineResearchTools.info/

Online Social Networking 2018
http://www.OnlineSocialNetworking.info/

Searching the Internet 2018 – A Primer
http://www.SearchingTheInternet.info/

Using the Internet As a Dynamic Resource Tool for Knowledge Discovery 2018

Web Data Extractors 2018
http://www.WebDataExtractors.com/
Web Guide for the New Economy 2018

White Papers By Marcus P. Zillman, M.S., A.M.H.A.
http://www.WhitePapers.us/

Internet Tutor by Marcus P. Zillman, M.S., A.M.H.A.
http://www.InternetTutor.info/
Visit this site to learn about the availability of Marcus P. Zillman to tutor you or your associate one on one in the privacy of your residence or office on the latest happenings of the Internet including Internet basics to advanced Internet searching using bots and creating your own personal blog.

Internet Speaking by Marcus P. Zillman, M.S., A.M.H.A.
http://www.InternetSpeaker.net
Visit this site to learn about Marcus P. Zillman’s speaking engagements for your organization meetings and events. View and listen to his previous presentations as well as his weekly television shows.

Internet Consulting by Marcus P. Zillman, M.S., A.M.H.A.
http://InternetConsultant.BlogSpot.com/
Visit this site to obtain information about obtaining the consultation services of Marcus P. Zillman for your company including eCommerce audits, utilization of bots, blogs and news aggregators or the creation of your own personal virtual private library powered by Subject Tracer™ Information bots!

Current Awareness Monitors, Alerts and Information Traps
http://www.eCurrentAwareness.com/
Marcus P. Zillman’s latest report Current Awareness Monitors, Alerts and Information Traps for is available for purchase online and for immediate download. This report is a comprehensive listing of the latest resources, sources and sites for current awareness on the Internet. This is a must read for anyone who must stay current in their profession and/or business activity as the list of URLs will keep you at the leading edge of your career.

Market Intelligence Resources
http://www.MarketIntelligenceResources.com/
Marcus P. Zillman’s just released professional Internet MiniGuide is titled Market Intelligence Resources and is available for purchase online and immediate download. This 193 page digital
miniguide represents a comprehensive listing of the latest resources, sources and sites to discover the latest Market Intelligence sources available on the Internet with many of them freely available! Designed specifically for today’s entrepreneur, professional and/or investor.

**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/
Marcus P. Zillman’s latest LinkSeries Publication is a 340 page digital guide of a selected comprehensive alphabetical listing of the latest and greatest resources and sites covering all areas of research that is currently available over the Internet. The guide covers online research resources and tools for the Newbie to research as well as the Seasoned researcher. Contents include: a) Research Resources, b) Research Tools, c) Student Research Resources Toolkit, d) Knowledge Discovery/Management and Data Mining Resources, e) Knowledge Discovery/Retrieval and the World Wide Web Resources, and f) Subject Tracer™ Information Blogs.

**The Survivor’s Manual for The New Economy.**
Marcus P. Zillman’s latest LinkSeries Publication is a 239 page digital read that gives excellent resources and annotated sources for the new economy analytics, alerts, ecommerce, financial sources, invisible and deep web resources, social and business networking sources along with new economy competitive and business intelligence resources and an extremely comprehensive listing of new economy online tools.