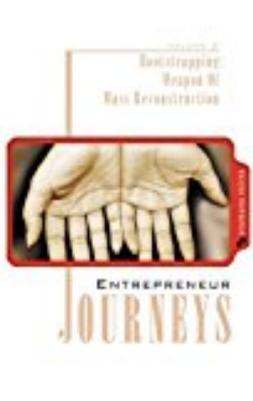


[PDF] Entrepreneur Journeys: Bootstrapping: Weapon Of Mass Reconstruction

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Description:

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“Sramana Mitra’s Bootstrapping: Weapon of Mass Reconstruction is a book for our time because it’s something real out of Silicon Valley. No more stories about legendary VC fundings of startup-to-IPO in six months. In this, the second volume of Entrepreneur Journeys, her focus is on doing more with less, in tune with the times. This book has some fascinating histories of the different paths people take to entrepreneurship, and the difficulties they face. I would only have wished each of the interviews to be longer and deeper, because every story is worth telling.”

- Fast Company

In a world battered by economic crisis, Sramana Mitra believes entrepreneurship is the only sustainable path forward to a healthy economic world order. And core to the success of entrepreneurial ventures today is the invigorating art of bootstrapping. Sramana Mitra--a serial entrepreneur, strategy consultant and Forbes columnist--takes aim at this essential route along the roadmap to startup success with Entrepreneur Journeys, Volume Two: Bootstrapping: Weapon of Mass Reconstruction.

Along with the incisive analysis and commentary that have popularized her blog and Forbes columns, Mitra showcases a dozen successful entrepreneurs and their lessons from the bootstrapping trenches. Overflowing with lively entrepreneurial tangents, theories, and behind-closed-doors-experience, the book rises to the level of economic policy discussion while simultaneously offering practical advice from experienced bootstrappers. Important issues like doing more with less, getting started with little or no capital, and validating the market on the cheap are discussed with the likes of Om Malik of GigaOm and Greg Gianforte of RightNow.

In her characteristic narrative style, Mitra shepherds established and aspiring entrepreneurs through a territory she hopes will be claimed by many more in the years to come. “From my perspective it is clear that small business must be a top priority,” explains Mitra. “Let us hope that in the coming decade the number of small businesses will double, then triple and quadruple. For here is the most powerful engine of economic growth and sustenance. Here is our way back.”

About the Author Sramana Mitra is a technology entrepreneur and strategy consultant in Silicon Valley. She has founded three companies, writes a weekly column for Forbes and the business blog Sramana Mitra on Strategy. She has a master's degree in electrical engineering and computer science from MIT.

"Mitra clearly has a passion for small businesses. This useful volume is largely comprised of interviews with the founders of such companies. Her skilled questioning prompts a discussion of the many issues involved in starting and growing a business. The entrepreneurs share wisdom and insight useful to any budding or existing business owner. The reader will be struck by the vision, inventiveness and sheer determination of these entrepreneurial heroes, who operate businesses that are successful but far below the radar. A highly relevant and timely work on entrepreneurship's role in economic reconstruction."

- Kirkus Discoveries

Online Roundtables for Entrepreneurs:

Sramana Mitra offers a series of free online roundtables to mentor and help entrepreneurs further develop their business ideas. In these roundtables, she also addresses financing strategy for each business.

During each 60-minute online session, entrepreneurs are invited to pitch Sramana their ideas in a three-minute presentation. She reviews the material in real time and provides feedback on each pitch, as well as addresses specific questions from the entrepreneur. Afterward, she takes questions from other participants. Each session is open to 1,000 people but only the first five to sign up have the opportunity to pitch Sramana and discuss their business in an interactive mode.

You can find more information about these webinars, recordings of past roundtables and registration links to upcoming sessions on the Roundtables page of her blog, "Sramana Mitra On Strategy".

"Sramana's work on bootstrapped entrepreneurs is an inspiration in these tough economic times. The solutions to our economic problems ultimately lie with the entrepreneur who brings imagination, resourcefulness and good old-fashioned elbow-grease to tackle old problems in new ways, create new solutions and new industries. It is all too easy to forget this, particularly when we feed on the depressing daily diet of endless bail-outs and hear trillions of dollars being thrown around. A great entrepreneur can do a lot with ten thousand dollars. This book is a good antidote to the depressing mood of these times."

- Sridhar Vembu, Bootstrapped Zoho to over \$50 million in annual revenue

"In the end, a true entrepreneur will not be denied. What Sramana captures with simple grace are the riveting personal stories of modern day business alchemists, who mix vision, pragmatism and relentless effort to forge creative, new and successful ventures. Her collection of interviews will make for an engaging, educational read, for those in the entrepreneurial space, those considering joining the game and those just plain curious about the formative innovators whose efforts provide outsize social returns of the most concrete and enduring nature."

- Don Hutchison, Angel Investor

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