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# All In Startup: Launching A New Idea When Everything Is On The Line



## Synopsis

If Owen Chase can't find a way to turn his company around in the next nine days, he'll be forced to shut it down and lay off all of his employees. He has incurred substantial debt and his marriage is on shaky ground. Through pure happenstance, Owen finds himself pondering this problem while advancing steadily as a contestant at the World Series of Poker. His Las Vegas path quickly introduces him to Samantha, a beautiful and mysterious mentor with a revolutionary approach to entrepreneurship. Sam is a fountain of knowledge that may save his company, but her sexual advances might prove too much for Owen's struggling marriage. *All In Startup* is more than just a novel about eschewing temptation and fighting to save a company. It is a lifeline for entrepreneurs who are thinking about launching a new idea or for those who have already started but can't seem to generate the traction they were expecting. Entrepreneurs who achieve success in the new economy do so using a new "scientific method" of innovation. *All In Startup* demonstrates why four counterintuitive principles separate successful entrepreneurs from the wanna-preneurs who bounce from idea to idea, unable to generate real revenue. You will likely get only one opportunity in your life to go "all in" in on an idea: to quit your job, talk your spouse into letting you drain the savings account, and follow your dream. *All In Startup* will prepare you for that "all in" moment and make sure that you push your chips into the middle only when the odds are in your favor. This book holds the keys to significantly de-risking your idea so that your success appears almost lucky. Join Owen and Sam for this one-of-a-kind journey that will set you on the right path for when it's your turn to put everything on the line.

## Book Information

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## Customer Reviews

Diana Kander has created a real gem of a book for someone like myself teaching entrepreneurship at the post-grad level at the School of Visual Arts (SVA) in NYC. I am a serial entrepreneur and had adopted Steve Blank and Bob Dorf's Startup Owner's Manual for my master's level students in the MFA in Design for Social Innovation program. I had used it previously for the text for teams in my accelerator program at Lean Launch Ventures in partnership with Connecticut Innovations, the VC arm of the State of CT. Diana's observation was that books like the Startup Owner's Manual are good but the lessons don't necessarily stick. I wasn't sure at first but once I began to read the book myself, after donating to Diana's Indiegogo campaign I was overwhelmed by how well All In Startup drove home the most important message that I try to teach my students, how to do customer validation. The key to customer validation is the founder of a startup HAS to do it him or herself. Getting out of the building and sitting with real potential customers, asking the right questions, isn't something that can be delegated to employees of a startup, no matter how bright or engaged they are. There is no replacement for doing it oneself. Blank and Dorf say that in their book but it doesn't completely sink in the way it does reading All In Startup about characters that you begin to fully identify with from the earliest parts of the book. Diana made a brilliant decision when she decided that the backdrop for the overall story was going to be at the World Series of Poker in Las Vegas. Reading about arguments that the characters in the book have about the right way to interview customers really makes an impact.

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