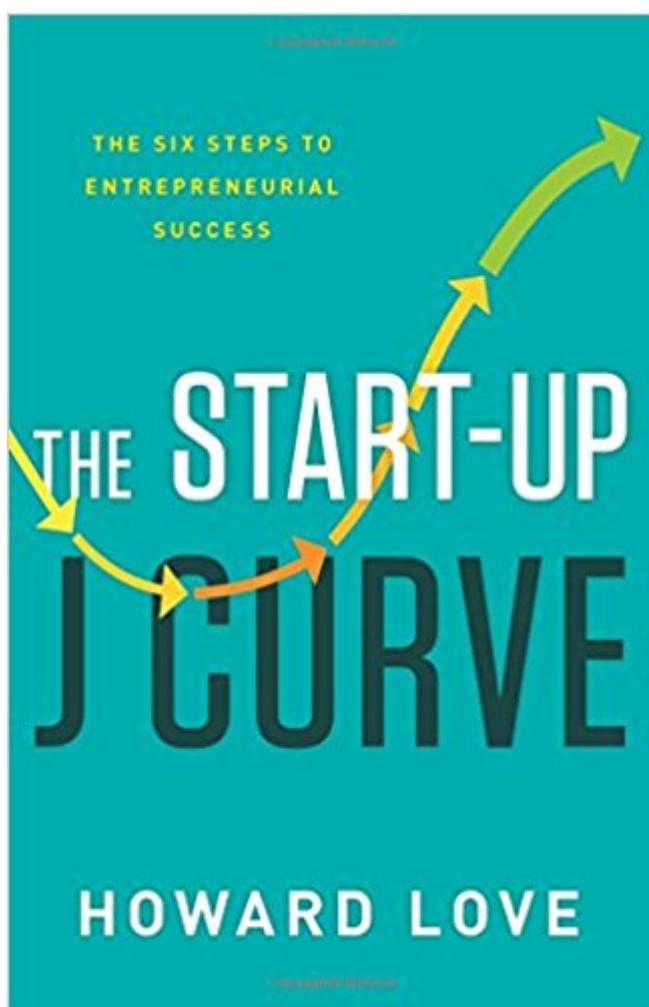


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# The Start-Up J Curve: The Six Steps To Entrepreneurial Success



## Synopsis

Do you wish you could know what to expect as your start-up grows and changes? Discover a clear roadmap that shows you exactly how to advance your business. Does your life as an entrepreneur feel too random and unpredictable? Are you struggling to keep up with the constant changes, challenges and decisions? Howard Love has over 35 years of start-up experience, and he shows you the pattern almost all start-up companies share and it's not the one you expect. As the co-founder of over 15 start-ups and an investor for 50 early stage ventures, Love has learned that start-ups actually unfold in a predictable pattern. In his book, *The Start-Up J Curve*, Love outlines the six stages of start-up growth, explaining how to avoid pitfalls and the specific steps you can take to ensure success. By anticipating the challenges, founders and investors alike can overcome obstacles and ride the curve to the top. In *The Start-Up J Curve*, you'll discover: Where you are in the process from start to IPO and what to do next How to focus on what's important to save yourself time and money How to adapt your original idea into a successful product The personal challenges that founders face, and how to handle them How to increase your odds of success, and much, much more! When you're more aware of the pattern start-ups follow, you're more equipped to capitalize on it. *The Start-Up J Curve* gives you the tools you need to get through the early challenges and reach the primary value creation that lies beyond. Love has a brilliant way of mixing real world examples with expert practical advice that results in an easy to follow blueprint for entrepreneurial success. *The Start-Up J Curve* is the book that millions of entrepreneurs have been waiting for.

## Book Information

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## Customer Reviews

"...This, quite simply, is the most impressive, actionable, and valuable business book I have read in a very long time. It's extraordinary. I read it in a single sitting. I'm ordering copies for my partners and executives." --Eric Sinoway, CEO, The Worth Group/Worth Magazine

"The Start-Up J Curve will train you how to get through your early business challenges, and get to the fun terrain that is sustained business growth as soon as possible." --Inc. Magazine

"A must read for every entrepreneur. Knowing where your company lies on the J Curve will help you understand where to focus your current resources and help you prepare for the future." --Jeff Rayfield, Founder & CEO, 10 Foot Wave

"Howard's book is engaging, thought-provoking, insightful, and easy to read. Founders will relate to the tangible stories and examples. This book is fuel to accelerate up the curve to success." --Larry Marcus, Managing Director, Walden Venture Capital, and founding investor in Pandora

"I've been lucky to collaborate with Howard as an investor, advisor and co-founder - he's made me a better entrepreneur, and by reading this book, he'll make you one too." --Sam Shank, CEO, Hotel Tonight

"The J Curve is a must-read for any entrepreneur, whether first-time or seasoned! Howard's genius is that he understands and empathizes with the entrepreneurial experience and how humbling it can be while also giving insight into and support as to why the challenges are of crucial benefit to the process of building a truly successful company. Entrepreneurs can use Howard's practical insights to better understand the realistic stages to expect in starting a company in a way that is demystifying and empowering, and quite honestly, provides an appreciated element of sanity to the often crazed entrepreneurial experience. Highly recommend!" --Sara Sutton-Fell, CEO, Flexjobs

"Howard Love is a deeply experienced entrepreneur and early stage investor. This book is a culmination of many years of seeing successes and failures, what works and what doesn't. I highly recommend this book to entrepreneurs who want to make their own unique mistakes, rather than repeating the mistakes of others." --Bill Ericson, General Partner Mohr Davidow

"As I begin another "pivot" in my own business, I find myself wishing that Howard had written this book years ago...when I began my own entrepreneurial journey. It would have been a tremendous roadmap and guide for the many twists and turns I faced. The J Curve is a must-read for any aspiring entrepreneur, yet I am confident that start-up vets like myself will also find many new insights as well. Howard presents a fresh and spot-on approach to understanding the growth stages, and do's / don't's for each stage, of the entrepreneurial process, all based on his own vast experience starting

and backing multiple companies." --Mark Divine, founder of SealFit, The Coronado Brewing Company, NavySEALS.com, and NYT Best Selling author of The Way of the SEAL and Unbeatable Mind "Howard gives you an invaluable framework for understanding where you are with your startup and how to progress to success." Pete Flint, Co-Founder of Trulia

Howard Love has been starting companies for more than thirty years, even prior to his graduation from Colgate University in 1983. He has founded or co-founded over fifteen companies and invested in over fifty early stage start-ups. He has led several of these companies himself as well as advising many others. He has served on numerous public and private company boards and is currently on the boards of directors of FlexJobs, Dealbase, HotelTonight, 10 Foot Wave, and Knowingly. Mr. Love also owns and operates LoveToKnow, a digital media publisher that he started in 2004. LoveToKnow's primary media properties are LoveToKnow.com, YourDictionary.com, Trails.com and GolfLink.com. He has lived in Silicon Valley for the past twenty-five years with his wife, Harriet, and three children. For more information, visit [howardlove.com](http://howardlove.com).

I was very impressed with the book, from valuable content to how easy it was to read author's great insights of the start up evolution though the J curve. It really maps out well the steps that every Entrepreneur should know and understand to navigate the process of starting up and growing the business. What I really appreciated about the book, is that author openly describes his experiences, struggles and victories as an entrepreneur and also gives advice from prospective of an angel investor. That gave me a better understanding of what each party in this eco-system needs and what each one gets out of the J curve steps. I wish I had this book to guide me when I embarked on launching my Interior Design business in 2008, as I didn't know there was a predictable pattern that all business go through and that I'm not an odd ball struggling thought the J curve. Just to name few highlight areas of many; from understanding many types of personality and mix of strength and weaknesses that can be successful in starting / growing the business (even though popular media and articles list only certain mix of traits as desirable and required). Then the morph phase where he has highlighted that even most successful entrepreneurs didn't nail their business right away and had to significantly change the direction to get it right. Then it was great to understand clear outline of the distinction between "missionary" and "mercenary" types of CEO and founders since there is so much glorifying in media going on about mercenary types who are ruthlessly making money while sometimes not considering to leave this World as a better place (though that is changing with the new generations). I was always feeling that is a less desirable route in growing the

business. Overall, this book is so full of great advice that is easy to follow, and I know I will be going back to it to re-read it, as it is hard to find a good, and honest start up guidance that is easy to digest, and make sense of when you going through the steps of J curve.

I highly recommend this book for both first time and seasoned entrepreneurs. For first timers, it is an essential playbook that will save you considerable time and effort so you focus on the right activities. For seasoned entrepreneurs, it serves as a critical reminder that there are no short cuts before you scale even if you have done it before. I cut my teeth on my first start up venture and reading each step of the J-Curve was like a lesson review of my start up journey. To a degree, I would say that I wish I read this book prior, but there is also something about the experience of going through the peaks and valleys of building a start up business that makes me appreciate The Startup J-Curve that much more. While there are many "how to" books out there, few can directly connect the process of launching a start up with rich, personal accounts of what to do when things do not go accordingly as Love does. In many aspects, The Startup J-Curve feels autobiographical. Love takes you on his journey as a serial entrepreneur and is paying it forward by sharing a repeatable method for entrepreneurial success.

I just finished reading The Start-up J curve. I can't say describe how I am satisfied with this book. I am 19 years old and started my entrepreneurship journey last year. I have experienced the first three phases that Howard Love described in his book. When I was reading three first phases, it was like reviewing my life in the past couple of months. The steps Howard Love mentioned in his book have happened to me. Reading this book was like watching a movie that shows my biography since I started my start-up. I am currently on the 3rd phase but getting closer to the 4th one (Business Model). Now, I know what kinds of traits, strategies, and signs I should look for to identify my start-up situation. As Howard Love said, "Time is an enemy for start-up". As an entrepreneur, you need to be honest with yourself when you encounter backlash from market. You should respond quickly to operational failures and change you market, strategy, product, or all of them when your product doesn't get much customer traction. Finally, I want to recommend this book especially to teenage entrepreneurs. I was 18 years old when I started my company. It has been very difficult times to manage start-up, school, and my family issues. I have survived so far and I will be in the following start-up steps(4,5, and 6). For those of you who are beginners in the start-up journey, YOU MUST READ THIS BOOK. I guarantee the invaluable lessons you will learn.

Get this book + Peter Thiel Zero to One, read them 5 times each, guaranteed you don't need ANY book about start-up anymore, I promise

Howard Love has written a must-read guide for anyone wanting to build their own company. Having been few a few successful start-ups myself, I wish I'd read this book before because it would have made overcoming all the different challenges and "failures" along the way so much easier. The ability to morph is a key share, it can also help you make the fortune and enjoy the journey you deserve.

The J Curve opens your eyes to the realities of starting a company. I only wish I had read this book before starting the first company as it would have helped me to make better, more informed decisions along the way. Howard Love's frank and honest viewpoint provides the reader with the insight and tools to be a successful entrepreneur. His advice, tips and experience make it a must-read for all entrepreneurs!

The model Howard came up with, together with many examples of his success and failure in business, make "The Start-Up J Curve" a must-read book for any entrepreneur! It is a unique roadmap designed to help founding teams nail all phases of the curve to achieve success, starting from the early stages ("Long Dark Winter" Cit.) Highly recommended!

At this point after completing this book, I know that I am not an entrepreneurial person. Anyone who is thinking about starting a company and has this great idea that will change the world needs to read this book before proceeding.

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