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George Berkowski, serial entrepreneur and one of the minds behind the internationally successful taxi hailing app Hailo, is the expert on mobile apps. In this free digital ebook companion to How To Build a Billion Dollar App, he includes an outline of the entire book and the chapters from step 1 of the journey, 'Building and Founding a Team', 'Validating Your Product' and 'Raising Seed Funding'. Through his experience, research and insights, readers will receive the beginning they need to start creating their very own Billion Dollar app!

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The goal of this book is simple: to provide inspiration to others, so they can build a solid business and grow it into a billion-dollar company. Just as Richard Scrusby took this idea and turned it into a real, tangible product, his book shows you how to take your big idea and turn it into a real, profitable venture. It begins with a dream that you can only pursue by overcoming the fear of the unknown-obstacles, failures, humiliations- whatever form they may take, they can no longer stand in your way. Let Scrusby inspire and encourage you to take that first leap of faith. From there, it is a matter of making

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The former Apple CEO “delivers a clear message to individuals, entrepreneurs, and

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Corporations: change . . . or wither”

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Super Founders uses a data-driven approach to understand what really differentiates billion-

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dollar startups from the rest—revealing that nearly everything we thought was true about them is false! Ali Tamaseb has spent thousands of hours manually amassing what may be the largest dataset ever collected on startups, comparing billion-dollar startups with those that failed to become one—30,000 data points on nearly every factor: number of competitors, market size, the founder's age, his or her university's ranking, quality of investors, fundraising time, and many, many more. And what he found looked far different than expected. Just to mention a few: Most unicorn founders had no industry experience;

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There's no disadvantage to being a solo founder or to being a non-technical CEO; Less than 15% went through any kind of accelerator program; Over half had strong competitors when starting--being first to market with an idea does not actually matter. You will also hear the stories of the early days of billion-dollar startups first-hand. The book includes exclusive interviews with the founders/investors of Zoom, Instacart, PayPal, Nest, Github, Flatiron Health, Kite Pharma, Facebook, Stripe, Airbnb, YouTube, LinkedIn, Lyft, DoorDash, Coinbase, and Square, venture capital investors like Elad

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Gil, Peter Thiel, Alfred Lin from Sequoia Capital and Keith Rabois of Founders Fund, as well as previously untold stories about the early days of ByteDance (TikTok), WhatsApp, Dropbox, Discord, DiDi, Flipkart, Instagram, Careem, Peloton, and SpaceX. Packed with counterintuitive insights and inside stories from people who have built massively successful companies, Super Founders is a paradigm-shifting and actionable guide for entrepreneurs, investors, and anyone interested in what makes a startup successful.

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