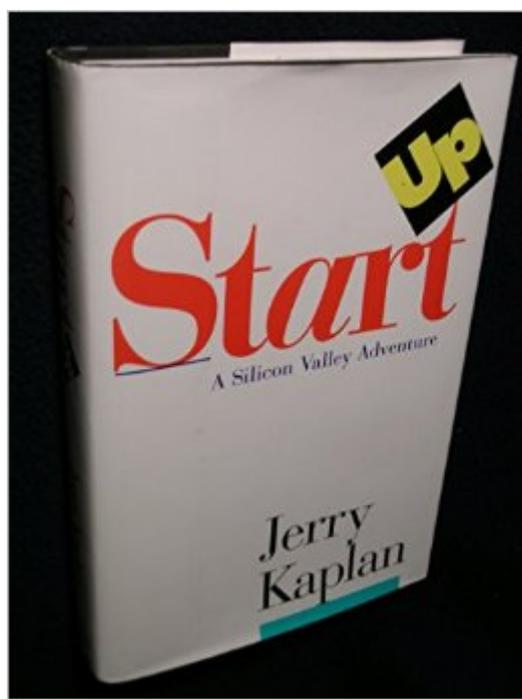# Startup: A Silicon Valley Adventure

Synopsis

Jerry Kaplan had a dream: he would redefine the known universe (and get very rich) by creating a new kind of computer. All he needed was sixty million dollars, a few hundred employees, a maniacal belief in his ability to win the Silicon Valley startup game. Kaplan, a well-known figure in the computer industry, founded GO Corporation in 1987, and for several years it was one of the hottest new ventures in the Valley. Startup tells the story of Kaplan's wild ride: how he assembled a brilliant but fractious team of engineers, software designers, and investors; pioneered the emerging market for hand-held computers operated with a pen instead of a keyboard; and careened from crisis to crisis without ever losing his passion for his revolutionary idea. Along the way, Kaplan vividly recreates his encounters with eccentric employees, risk-addicted venture capitalists, and industry giants such as Bill Gates and John Sculley. And no one -- including Kaplan himself -- is spared his sharp wit and o

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Customer Reviews

This is a damn good book. It's located in the business section but really it should be in the inspirational group. Have a goal (dream), work your tail off to reach for it, and hope for the best. But whatever happens, maintain your integrity and dignity no matter what. Forget about the grad school biz problem texts, this is REAL biznotik.Having Read The Plot To Get Bill Gates I was aware of the outcome; nevertheless, reading pages 281-282 was tough. Very tough.

If yuou have grown up in this Information Revolution, you will reminiscence from this book. Do you know Microsoft had a WinPad in 80s and 90s conceived. Jerry's startup was a visionary 20 years back using Pen Computing. Pen Computing was a name back then. Unfortunately the hardware was not there to make it a smashing success like it is in 2010s. 20 years down the road, people may laugh at current tablet scenario. In any case, this book is a classic example of how businesses operate and how to learn from failure. You get more knowledge from such practical books than from B-schools. Highly recommend. This has a permanent place in my book library!

A fantastic book about an entrepreneur in the mid ninetys trying to start up a company to build tablet computers. It is an education in the world of venture capital, in the hardball computer business of the 90's and a lesson that if you have a vision you have to have the right timing to be a success.... Look at tablets today.... A genius was Jerry Kaplan, but he was "ahead of his time". I had this book, I lent it and I wanted to present it to a friend so I ordered a new one. It is a great read and the service was great.

Some books, like _Made in Japan_ by Morita, are written with "successful outcome in the end" coloring every page, even when describing the company's darkest days. Not so this book! Jerry lets you get blindsided by events with just about as much force as he and his cohorts experienced them. Many of the headline personalities of the PC industry appear in the narrative: we gain new insights about them, even about Bill Gates! I've often wondered why executives of "failed" startups seem to be snapped up to lead other companies...this book has the answer. This post-mortem on GO Penpoint re-educated me on the stream of PC press that surrounded the pen-system wars. I recollect the PBS 3-hour program based on Robert X. Cringely's _Accidental Empires_: Steve Ballmer, still a warrior at Microsoft, stood in stark contrast to the "retired", spiritless ex-IBM executives who had dualled over OS/2 and Windows and such for market dominance. Jerry Kaplan, in this book, comes off as quite a different style of former PC industry executive of that same period. And again, the reader gains a greater appreciation of what Big Company executives must be made of and what they go through. Unlike many books on PC industry history, this one gives us a glimpse of the uncertainties and pressures experienced by businesses that are trying to choose and adapt new technologies. The PC turf warfare comes right into their place of business. This book is a good read!

Being such a great dreamer that I am, reading this book took me through such an emotional roller

coaster. Mr Jerry Kaplan wrote this book very well. Mr Kaplan tried to and did start an IT business but it faltered. I found it very entertaining and informative for entrepreneurs and dreamers alike.Among other things I got from this book is:1. It takes more than passion to succeed in life2. Like it or not, luck has a role in our lives3. Life is not fair4. Know when to let go5. Love what you doThe book is kind of like autobiographical which I found to give the book a well rounded take on entrepreneur-ism. So, if you like reading books about people who've made it in business and also those who could have but never quite made it then this book will be of interest to you. Although the book is about starting and running a business, success or failure is not only limited in the business world and so the lessons one learns in the book may be equally applied in other areas of life where success is not guaranteed. A great book!

Startup: A Silicon Valley Adventure is a must read for anyone interested in starting up their own technology company or anyone interested in how Microsoft, IBM, AT&T and Apple operate and how much power they can wield to help, steal or destroy new technologies. Kaplan takes you through from the inception of the hand-held pen computer idea to the completion of a workable product and all the trials and tribulations in between. You get an insider's look into running a startup as Kaplan deals with venture capitalists, customers, employees, product development and meeting schedules. A very easy reading book! A definite MUST READ - I highly recommend it!!

Startup: A Silicon Valley Adventure Valley Speak: Deciphering the Jargon of Silicon Valley Make It New: The History of Silicon Valley Design The Art of Product Management: Lessons from a Silicon Valley Innovator The Geography of Genius: A Search for the World's Most Creative Places from Ancient Athens to Silicon Valley Clean Disruption of Energy and Transportation: How Silicon Valley Will Make Oil, Nuclear, Natural Gas, Coal, Electric Utilities and Conventional Cars Obsolete by 2030 Chaos Monkeys: Obscene Fortune and Random Failure in Silicon Valley The New New Thing: A Silicon Valley Story The Launch Pad: Inside Y Combinator, Silicon Valley's Most Exclusive School for Startups Chaos Monkeys: Inside the Silicon Valley money machine The Startup Equation: A Visual Guidebook to Building Your Startup Crowdfunding: How to Raise Money for Your Startup and Other Projects! (Crowdfunding, Funding, Raise, Business, Money, Startup, Guide, Capital) Crowdfunding Success: The New Crowdfunding Revolution: How to raise Venture Capital for a Startup or fund any dream with a successful Crowdfunding Campaign ... Venture Capital, fundraising, , startup) Startup 101: How to Build a Successful Business with Crowdfunding. A Guide for Entrepreneurs. (Crowdfunding, Startup, Starting a Business, Entrepreneurship, ... Crowdfunding

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