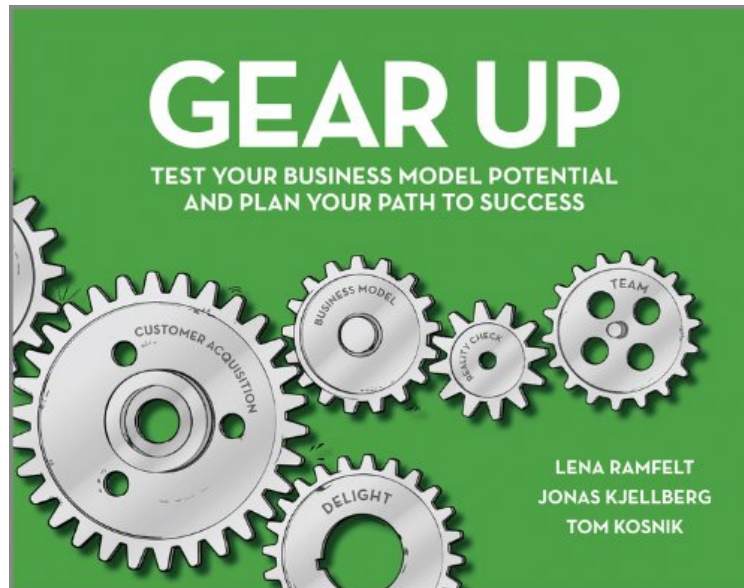


(Read now) Gear Up: Test Your Business Model Potential and Plan Your Path to Success

Gear Up: Test Your Business Model Potential and Plan Your Path to Success

Lena Ramfelt, Jonas Kjellberg, Tom Kosnik
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Lena Ramfelt, Jonas Kjellberg, Tom Kosnik : Gear Up: Test Your Business Model Potential and Plan Your Path to Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gear Up: Test Your Business Model Potential and Plan Your Path to Success:

0 of 0 people found the following review helpful. Why "Gear Up" Needs a Business Model Yacht to Sail to the Blue Ocean By Rod King, PhDA few days ago, I bought an interesting book on arguably business's hottest topic: Business Model Innovation. The book, "Gear Up," is written by Lena Ramfelt, Jonas Kjellberg, and Tom Kosnik. Gear Up is a well written book and covers 9 "Gears" or elements of a business model. Notable missing elements or building blocks are "Value Proposition," "Cost Structure," and "Product/Service." However, these elements are covered in the discussion of other Gears. Also, some descriptions of the Gears such as "Customer Acquisition" and "Team" are too specific. This specificity may lead some practitioners to omit valuable information that relates to their business model. I would suggest the use of "Channels" for "Customer Acquisition" and "Internal Resources" for "Team." Finally, "Profit" is not highlighted as a Gear. What I particularly like about the Gear Up book is its focus and information presented under the Gear of "Team." Unlike in many books on business model innovation, Gear Up discusses the number and type of personalities required to form a team that is likely to deliver successful business model innovation. In addition, the Gear Up framework explicitly considers "Competitors" and particularly discusses Competitive Strategy in terms of Blue Ocean Strategy and Disruptive Innovation Theory. Although the content of Gear Up is great especially when combined with its checklist of questions at the end of each chapter, the book does not present a graphic, template, or worksheet that facilitates the collection and organization of ideas on a business model. Consequently, in my presentation on Slideshare ("9-Gear Business Model Yacht"), I offer the Business Model Yacht as a multi-level system framework for visually organizing and managing ideas on each Gear of a business model. Use of the 9-Gear Business Model Yacht ensures that ideas for business models are rapidly documented, tested, and

validated with a view to discovering and scaling a profitable business model. Hopefully, readers and project teams using the 9-Gear framework would find useful the enhancement of the 9-Gear Business Model Yacht. 0 of 0 people found the following review helpful. Great Read By Krisda Lengwehasati This book sums up key areas business owners need to pay attention to. It's not a bible that has everything but a portal to deeper holes. 7 of 8 people found the following review helpful. Mostly fluffy marketing material By Jackal A simple rip off of Osterwalder's Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers. The current book is a pure marketing pitch for the authors' company. The company name is listed on the front page so you will remember it. Furthermore, all 20 reviewers have only reviewed this one book, or in a few cases all books by the same authors. It is shameful to find 's review section so abused by "friends" of the authors. I appreciate Osterwalder's book and here is my advice regarding that other book: * If you are an entrepreneur with technical background, please read Osterwalder's book. Then hire a few people that have deep knowledge in those areas in which you have superficial skills. * If you are an entrepreneur that want to game the system and get some cash from an investor to treat like a lottery game, you should also buy Osterwalder's book. Follow everything in detail and you will always find a sucker-investor that want everything streamlined and simplified the Osterwalder way. When you get your money probably your best odds will be playing the lottery. * If you are an entrepreneur with management skills, you don't need any of these books. They all use to cookie cutter format. One size fits all. Follow the nine steps and you will have a successful business. This is plainly false. You need some deeper thinking about your strategy than this book provides. * If you are an author of another Osterwalder copy, make sure your friends do not write similar three-line, glowing, five-star reviews. Also get your friends to review some baby powder and self-healing books because they come across more credible if they also have reviewed other stuff. Another much better rip off of Osterwalder is The Business Model Navigator: 55 Models That Will Revolutionise Your Business, but I prefer Osterwalder. The current book is a zero star book, but I average up to one star out of generosity.

Transform your business idea into a high potential venture Big, bright and brilliant, Gear Up is an engaging and practical workbook for anyone looking to pursue a fresh business opportunity or grow an existing one. Developed at Harvard Business School and Stanford University, it's a bootcamp with clear, easy-to-follow steps to test your business idea, assess its potential and make it work! Based on a revolutionary 9-component framework, Gear Up offers entrepreneurs, intrapreneurs, innovative executives and business students a toolkit to bring their ideas to life and transform them into high potential ventures. Gear Up offers a useable business tool for assessing the needs of a business idea and helps you create a plan of action to promote business success. By working through the chapters of the book, you get to create a winning strategy based on recommendations tried and tested by executives around the world. Gear Up offers: - A step by step guide to help you build a foundation for your business opportunity - Solid business framework formulated from entrepreneurs, academics and real life experience - A highly practical workbook with visual, full-colour design and compelling layout Gear Up also comes with educators' support materials available at gearupventures.com PowerPoint presentations with teaching notes Online course materials Course Schedule Evaluation Forms Certificate for students who complete the course Coming soon! - An innovative, interactive digital toolkit Gear Up Virtual Toolkit (powered by You Noodle): A digital platform where participants can present their enterprise idea, work through the framework, answering questions and get real-time feedback from their facilitator/educator. The tool will even generate a ready-made PowerPoint presentation at the end of the process! Gear Up Mobile App (powered by We Chat): This app allows students to answer questions from their lecturers or vote in real-time from their phones within the classroom. The app promotes student engagement and class participation.

Gear Up is a well-written, easy-to-read guide on how to build up your own business. (Supply Management, May 2014) About the Author Jonas Kjellberg is a serial entrepreneur and was a founding member of the Skype leadership team. Jonas had a vision to take lessons learned from hyper-growth companies, include that with what was taught at world class universities and revamp it to create a user-friendly mix and make it accessible to the world. Tom Kosnik is a Professor at Stanford University. Tom started his teaching journey at Harvard. This is where he laid the foundation for Gear UP by initiating the work with the DDART framework ndash; Diagnose, Decision, Analysis and Reality Test developed after many years of research with the goal to support students, entrepreneur and business to decipher new and exciting business opportunities. Tom speaks at events around the world including USA, Mexico, China, Chile and Singapore. Lena Ramfelt holds a PhD from Stockholm University. She joined forces with Tom at Stanford and the two of them have been teaching together for the past 15 years. During their years together they saw Silicon Valley grow and outperform the rest of the world in building new, large and successful companies. Together they interviewed, explored and captured information on these growing companies. The newfound insight was mixed with exiting knowledge and taught to students. Lena now spilt her time between consulting and tuition. The authors' combination of academic knowledge and real-life experience is the foundation for the book. www.gearupventures.com