

🕒 2021.04.20

Startup Studio: Playbook by Attila Szigeti

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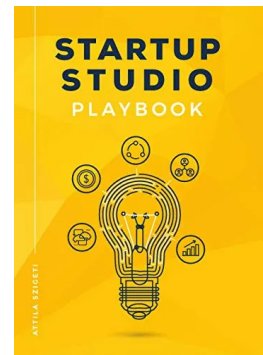
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Category: Business Creation

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Why: I am building my own startup.

Goal: learn what tools they use in startup studio.



Action: Create and Follow a Playbook, More Speed.

3 Key Concepts

1. 2 key factors for starting out: know-how and connection
2. How do you measure your progress?
3. Know when to abandon the ship.

Summary

How to follow the playbook?

- Take action with proven framework, it is crucial that you learn yourself and others.
- People is your only asset, especially at the beginning. Make sure they are fit for the job.

This book is a playbook to become a lean startup. Attila summarizes step-by-step what people at startup studios do to pump out as many successful startups as possible.

First, do you understand the business you are doing?

Way too many people are starting up a business because of a trend. This tip reminds me of Warren Buffet's advice that he invests only in a company he understands how she operates.

Know-how is a key to doing the right thing efficiently. First, focus on your team's strength and grow from there.

. . .

Second, you have got to **measure what matters.**

It gives your team the right direction and a clear to-do list that is productive. These digital tools might help you.

- Trello: ideation
- Asana: project management
- Toggl: time and human resource management
- Dropbox: file management

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Third, get in quick, get out quicker.

The main story here is about MVP (Minimum Viable Product). Learn this in-depth [here](#).



Follow the rules and get ahead quickly.

To sum up, we must build a business in a field we understand best. Then, with a cautious measurement, we will get in the right project and leave it as soon as we understand the product does not fit the market.

Goal check: I learned a few tools that I can use to boost the speed of my startup.

Wasu's Review
(4.0 / 5.0)

Get this book on Amazon [here!](#)

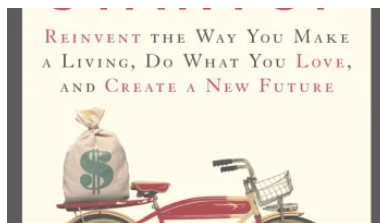
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Bonus: when you know what you stand for, let go of everything else. Outsource them all. The ability to hone in on what matters most to your project will accelerate your MVP iteration.

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