
INNOVATIVE ENTREPRENEUR



The Entrepreneur's Guide to Creating
Innovative Products And Services That
Disrupt Markets And Change The Future

You've read how some of the biggest entrepreneurs in the world came up with their ideas, you've seen how you can encourage yourself to come up with your own big ideas and you've learn the steps you need to take to capitalize on those dreams. Now it's time to actually start putting things into practice and that's where this crucial cheat sheet/resource sheet comes in. Here, you'll find all the inspiration, further reading and useful tools that you need to stop being a 'wantrepreneur' and start being an entrepreneur!

Inspiration

Let's start with some of the biggest and most disruptive businesses out there that you can learn from. These are the companies that have single-handedly changed the world by relying on the web, mobile technology, the sharing economy and more.

PayPal

www.paypal.com

What is there left to say about PayPal? This is a payment gateway that has made it possible for merchants to do business with people around the world in a manner that is safe and secure.

Uber

www.uber.com

One of the most prolific uses of the sharing economy so far. This is a business that seeks to remove the need for taxis – and it's working!

AirBnB

www.airbnb.com

AirBnB is to hotels what Uber is to taxis. It is changing the housing market!

Facebook

www.facebook.com

Now of course we all know what Facebook is by now but it still belongs on this list as an absolutely excellent example of one person's project that changed the world!

Further Reading

Tools of Titans

By: Tim Ferriss

This book draws from Tim Ferriss' recent experience interviewing experts in a vast range of fields. From writers, to programmers, to athletes, to Tony Robbins – Tim learns the biggest secrets from all of them and shares them in this book.

The Personal MBA

By: Josh Kaufman

Josh Kaufman wanted an MBA but didn't have the money or the time to get one from Harvard. So, he set about learning everything he needed to know about business on his own and he shared all of that in this book. This is an 'MBA in a book', so in theory it contains everything you need to know to launch your own successful business.

The Accidental Billionaires

By: Ben Mezrich

If you've seen the Social Network (which you should), then all you need to know is that this is the book that inspired that. This is a fictionalized biography of Mark Zuckerberg that explains the invention of Facebook. Does it play hard and fast with the facts? Certainly. But it's also still very inspiring to read and a lot of it is true!

The Lean Startup

By: Eric Ries

In Entrepreneur Disruption we discuss the importance of staying lean, of keeping your overheads down and of making your break-even point easy to reach. That's what this book is all about.

The Seven Habits of Highly Effective

People By: Stephen Covey

An absolute classic at this point and for good reason. Read this book and learn how to become a more efficient and optimized version of yourself.

The Third Wave: An Entrepreneur's Vision of the Future

By: Steve Case

An incredibly inspiring read and one that paints a picture of the future that takes into account the many innovations and technological developments of the current age.

Digital Disruption: Unleashing the Next Wave of Innovation

By: James McQuivey

Want another guide to thinking and working like a true innovator? Look no further.

The Lean Entrepreneur: How Visionaries Create Products, Innovate with New Ventures and Disrupt Markets

By: Brant Cooper

This book does everything that it says on the cover. Want to learn to create products and innovate? Here's another fantastic resource.

Tools

A bad workman blames his tools, but that doesn't mean you shouldn't be seeking out the best tools possible and doing everything you can to outsource and automate. Here are some of the most important...

Asana

www.asana.com

Asana will help you to collaborate with others across the world and will give you the means to manage your own projects more logically too.

Fiverr

www.fiverr.com

Fiverr is a site where you can hire people to do pretty much anything for \$5. Most commonly, that means making videos, designing logos and branding, writing and handling SEO. This is also a great market to sell in if you want to start finding clients!

LinkedIn

www.linkedin.com

Don't forget about LinkedIn. This is a fantastic place to both learn and network and some of my most exciting opportunities have come from this website.

UpWork

www.upwork.com

When Fiverr doesn't cut it, UpWork is the place to find people to handle your jobs. In particular, this is a great place to find programmers, copywriters and designers.

99Designs

www.99designs.com

99Designs is another place where you can outsource work. This time you're outsourcing to the crowd however by running 'contests' for the best design work. It's how Tim Ferriss created the cover for his best-selling book 'The Four Hour Workweek' (another one to read, by the way!).

Kickstarter

www.kickstarter.com

If you're looking for funding for your big idea but you don't want to give away equity, then Kickstarter is the place to turn. This is a crowdfunding site where you get money from fans in exchange for 'incentives' such as free products or credits.

AngelList

<http://angel.co>

AngelList works a lot like Kickstarter except that you do give away equity. This way, you can get anyone to invest and that means more money and more backing!

Build Yourself Up

Finally, I want to end with a note to build yourself up. Being an entrepreneur is hard because it requires you to be both creative and driven. Flexible but determined. It means being relaxed enough to have that breakthrough but also having enough grit to keep working at 3am on those occasions when you have to.

This is why you need to build yourself up. You need to put in the time and work to build your body and mind so that you don't end up letting your big ideas down!