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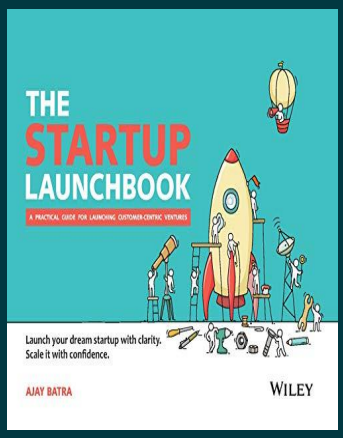

The Startup Launchbook: A Practical Guide for Launching Customer - Centric Ventures

By Ajay Batra

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Description

"The Startup LaunchBook is a practical guide for entrepreneurs who wish to design, launch, and grow successful startups. Based on the author’s work with hundreds of startups, this book has curated global startup success lessons in an actionable 5-stage framework. Use the book's Startup Maturity Model to develop an entrepreneurial mindset that helps convert an idea into a successful startup. Leverage the book’s practices to build fundamentally-sound, investable and customer-centric ventures."

About the Author

Ajay Batra

Ajay Batra is an entrepreneur, mentor, angel investor, and an active contributor to the innovation and startup ecosystems. He has been recognized for his ground-breaking work in Design Thinking and Startup Incubation. Currently he is an Executive Vice President at Wadhwani Foundation, leading the global Wadhwani Venture Fastrack program. He is the Founding Director of Centre for Innovation Lab Entrepreneurship at Bennett University, where he also headed Bennett Hatchery — the startup incubator. Ajay has co-founded QAI Global, International Education Exchange, and Lutyens Startups; and has consulted with stellar organizations like Accenture, IBM, Sony, Wipro, HCL and Azim Premji Foundation. He was the only Indian to be selected for IDEO’s global program on Design Thinking for Social Impact and has recently been recognized as Top 10 educators in the world by Arist, USA.

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