

## IX.Course Wrap-up

- 8 themes
- 21 key principles for success
- 21 key principles for success (cont.)
- You've made it when... (Jack Prior)
- Good books to read
- More good books to read
- And, finally...

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## 8 themes

- Innovation in the Software Industry
- Focus and Objectives
- Opportunity and Timing
- Proprietary Technology and Capability
- Marketing and Sales
- Finance and Financing
- Leadership and Management
- Partnerships

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## 21 key principles for success

- #2 — Software paradigms
- #3 — Purposeful software innovation
- #4 — Entrepreneurial success factors
- #6 — Focus and objectives
- #7 — Self knowledge
- #8 — Competitive edge
- #16 — Positioning and differentiation
- #17 — Market niche

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## 21 key principles for success (Cont'd)

- #19 — Market window
- #20 — Business redefinition and agility
- #23 — Software project management
- #28 — Software product quality
- #30 — Customer support
- #32 — Intellectual property protection
- #34 — User benefit
- #36 — Distribution channels
- #39 — Word of mouth

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## 21 key principles for success (Cont'd)

- #46 — Cash
- #51 — Management team
- #52 — Leadership
- #59 — Strategic alliances

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## You've made it when... (Jack Prior)

- "...you don't sort through the incoming mail to get the checks."
- "...you can go home and tell your wife that her signature is no longer on the line at the bank."
- "...you can get liquidity for your shareholders."

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## Good books to read

- Bell, C.G. with McNamara, J.E. (1991). High-Tech Ventures: The Guide for Entrepreneurial Success. Addison Wesley.
- Bergeron, Pierre G. (1985). Finance for Non-Financial Managers. Methuen Publications.
- Brandt, S. (1983, 1997). Entrepreneurship: The Ten Commandments for Building a Growth Company. Archipelago Publishing.
- Brooks, F.P., Jr. (1975, or 1995 revised edition). The Mythical Man-Month: Essays on Software Engineering. Addison-Wesley, paperback.
- Cusumano, M.A. and Selby, R.W. (1995). Microsoft Secrets: How the World's Most Powerful Software Company Creates Technology, Shapes Markets, and Manages People. The Free Press.

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## Good books to read (cont'd)

- Davidow, W.H. (1986). Marketing High Technology. The Free Press.
- Downes, Larry and Mui, Chunka (1988). Unleashing the Killer App: Digital Strategies for Market Dominance, Harvard Business School Press.
- Drucker, P.F. (1985). Innovation and Entrepreneurship: Practice and Principles. Harper and Row.
- Grove, Andrew B. (1996). Only the Paranoid Survive. Doubleday.
- Gumpert, D.E. (1984). Growing Concerns: Building and Managing the Smaller Business. Harvard Business Review. John Wiley and Sons.

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## Good books to read (cont'd)

- Jager, Rama Dev and Ortiz, Rafael (1997). In the Company of Giants: Candid Conversations with the Visionaries of the Digital World. McGraw-Hill
- Levitt, T. (1986). The Marketing Imagination. Expanded Edition, The Free Press, paperback.
- McKenna, R. (1985). The Regis Touch: Million-Dollar Advice from America's Top Marketing Consultant. Addison-Wesley.
- Moore, G.A. (1991). Crossing the Chasm: Marketing and Selling Technology Products to Mainstream Customers. Harper Business.
- Moore, G. A. (1991). Inside the Tornado: Marketing Strategies from Silicon Valley's Cutting Edge. Harper Business.

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## Good books to read (cont'd)

- Rich, S.R. and Gumpert, D.E. (1985). Business Plans That Win \$\$\$: Lessons from the MIT Enterprise Forum. Harper & Row.
- Seybold, P.B. (1998). customers.com: How to Create Profitable Business Strategies for the Internet and Beyond. Time Business.

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## More good books to read

- Brandt, Steven C. (1986). Entrepreneurship in Established Companies: Managing Toward the Year 2000, New American Library.
- Doyle, D. J. (1990). Making Technology Happen. Available from Doyletech Corporation, 60 Queen Street, Suite 1202, Ottawa Ontario Canada K1P 5Y7. (613)567-7540
- Jelinek, Mariann and Schoonhoven, Claudia Bird (1990). Innovation Marathan: Lessons from High Technology Firms, Blackwell.
- Manes, S. and Andrews, P. (1993). Gates: How Microsoft's Mogul Reinvented an Industry — and Made Himself the Richest Man in America. Doubleday.

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## More good books to read (cont'd)

- Kanter, Rosabeth Moss, (1983). The Change Masters: Innovation and Entrepreneurship in the American Corporation, Simon and Schuster.
- Roberts, E.B. (Ed.) (1987). Generating Technological Innovation. Oxford University Press.
- Roberts, E.B. (Ed.) (1991). Entrepreneurs in High Technology: Lessons from MIT and Beyond. Oxford University Press.

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## And, finally...

- Any more questions???
- Please fill out and return course evaluation forms
- Thank you, and happy entrepreneuring and intrapreneuring!!!