# INDEX

## Symbols
- 10 times or better rule, 220
- 1244 stock, 344
- 1-800-Auto Tow, 117
- 20-60-20 rule, 357
- 3M, 92

### A
- A Technical and Logistics Test, 163
- AAMCO, 104
- Abt Enterprises, 103
- Abt, Nancy, 103
- Accipiter, 15
- Accolade, 229
- Accredited or Qualified Investors, 309
- ACE-Net, 343
- Adams, Roger, 111
- Adaptive execution, 20
- Adler, Frederick, 204
- Advisory Board, 126
- Advisory Committee, 189
- Air Surveillance Corp., 118
- Airborne, 107
- Alamo Rent-a-Car, 19, 321
- Alan Patric Associates Inc, 266
- Alexander, Whit, 76
- Alimansky, Burt, 1-19
- Allen, Kathleen, 149
- Allen, Woody, 351
- Alliances, 86
- AltiTUNES, 112
- Altitunes, 174
- Amazon.com, 1-3
- America Online, 267
- American Biophysics, 40
- American Girl Collection, 156
- American Tours International, 121
- Americas Finest Pasta Sauces, 119
- Amis, David, 321, 325
- Amoroso II, Louis, 119
- Amram, Yosi, 116
- Analysis of Competition, 217
- Anderson, David, 203
- Angel Capital Electronic Network, 343
- Angel Investors, 268
- Angel Networks, 320, 340
- Angelou, Maya, 96
- Annual Statement Studies, 148
- Antidilution Clauses, 374
- Antidilution Rights, 330
- Anxiety I and Anxiety II, I-8
- Anxiety II, I-11
- Apollo 13, 19
- Apple, I-2
- Aqua-Vox, Inc, 103
- Archambault, Dr. Roy, 19
- Argyris, Chris, I-8
- Arm & Hammer Baking Soda, 79
- Arnoff, David, 3
- Arthur D. Little Enterprises Inc, 163
- Articles of Incorporation, 215
- Articles of Organization, 214
- Articulated, Needs 137
- Ash, Mary Kay, 76, 156
- Ason, John, 328
- Atlantic Corporation, 266
- Auntie Anne’s Pretzels, 74
- Aurora Funds, 374
- Authority, 106

### B
- Baby Boomers, 73
- Bake-Off, 388
- Baker, Janet, 116
- Baker, John, 266
- Baker, Jim, 116
<table>
<thead>
<tr>
<th>Name</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baldwin, James</td>
<td>316</td>
</tr>
<tr>
<td>Bankers</td>
<td>186</td>
</tr>
<tr>
<td>Barker, Emily</td>
<td>390</td>
</tr>
<tr>
<td>Bartering</td>
<td>262</td>
</tr>
<tr>
<td>Baskin &amp; Robbins</td>
<td>102</td>
</tr>
<tr>
<td>Baskin, Burton</td>
<td>103</td>
</tr>
<tr>
<td>Baty, Wayne</td>
<td>21</td>
</tr>
<tr>
<td>Bechtel, Pete</td>
<td>7</td>
</tr>
<tr>
<td>Beckloff, Mark</td>
<td>109</td>
</tr>
<tr>
<td>Beer Across America</td>
<td>119</td>
</tr>
<tr>
<td>Benjamin, Michael</td>
<td>103</td>
</tr>
<tr>
<td>Bernard George, Shaw</td>
<td>17</td>
</tr>
<tr>
<td>Bernier, Brian</td>
<td>313</td>
</tr>
<tr>
<td>Beta Group</td>
<td>92</td>
</tr>
<tr>
<td>Beta Site</td>
<td>63</td>
</tr>
<tr>
<td>Bezos, Jeff</td>
<td>I-3</td>
</tr>
<tr>
<td>Bhidé, Amar</td>
<td>20</td>
</tr>
<tr>
<td>Bias for Action</td>
<td>25</td>
</tr>
<tr>
<td>Bifocal Perspective</td>
<td>177</td>
</tr>
<tr>
<td>Big Bertha</td>
<td>79</td>
</tr>
<tr>
<td>Big Dream Approach</td>
<td>80</td>
</tr>
<tr>
<td>Biosearch</td>
<td>264</td>
</tr>
<tr>
<td>Birdseye, Clarence</td>
<td>93</td>
</tr>
<tr>
<td>Birnbaum, Steve</td>
<td>76</td>
</tr>
<tr>
<td>Blinding Flash of the Obvious</td>
<td>80</td>
</tr>
<tr>
<td>Bloch, David</td>
<td>102</td>
</tr>
<tr>
<td>Bloch, Henry</td>
<td>102</td>
</tr>
<tr>
<td>Board of Directors</td>
<td>9, 191</td>
</tr>
<tr>
<td>Bookstop Inc</td>
<td>73</td>
</tr>
<tr>
<td>Bootstrap Funding</td>
<td>181</td>
</tr>
<tr>
<td>Bootstrapping</td>
<td>253</td>
</tr>
<tr>
<td>Boulding, Bill</td>
<td>141</td>
</tr>
<tr>
<td>Boyett, Jimmie</td>
<td>227</td>
</tr>
<tr>
<td>Boyett, Joseph</td>
<td>227</td>
</tr>
<tr>
<td>Brainstorming</td>
<td>78</td>
</tr>
<tr>
<td>Branson, Richard</td>
<td>I-3, 62, 117</td>
</tr>
<tr>
<td>Break-even Point</td>
<td>148</td>
</tr>
<tr>
<td>Bridge Loan</td>
<td>329</td>
</tr>
<tr>
<td>Bringing New Technology</td>
<td>149</td>
</tr>
<tr>
<td>Brodsky, Norm</td>
<td>141</td>
</tr>
<tr>
<td>Brokaw, Leslie</td>
<td>191</td>
</tr>
<tr>
<td>Broni, Paul</td>
<td>285</td>
</tr>
<tr>
<td>Brown, Robert</td>
<td>270</td>
</tr>
<tr>
<td>Budgeting</td>
<td>259</td>
</tr>
<tr>
<td>Buffett, Warren</td>
<td>10</td>
</tr>
<tr>
<td>Burn Rate</td>
<td>148, 249, 253</td>
</tr>
<tr>
<td>Burns, Richard</td>
<td>3</td>
</tr>
<tr>
<td>Burton Snowboards</td>
<td>27, 111</td>
</tr>
<tr>
<td>Burton, Jake</td>
<td>27, 111</td>
</tr>
<tr>
<td>Business Innovation and Research</td>
<td>263</td>
</tr>
<tr>
<td>BusinessWeek</td>
<td>89</td>
</tr>
<tr>
<td>Byrne, Patrick</td>
<td>326</td>
</tr>
<tr>
<td>Cadenhead, Gary</td>
<td>226</td>
</tr>
<tr>
<td>Callaway Golf</td>
<td>267</td>
</tr>
<tr>
<td>Callaway, Sue</td>
<td>113</td>
</tr>
<tr>
<td>Capital Concierge Inc.</td>
<td>119</td>
</tr>
<tr>
<td>Carried Interest</td>
<td>357</td>
</tr>
<tr>
<td>Cash-out</td>
<td>210</td>
</tr>
<tr>
<td>Category Killers</td>
<td>45</td>
</tr>
<tr>
<td>Census of Retail Trade</td>
<td>83</td>
</tr>
<tr>
<td>Center for Entrepreneurial</td>
<td></td>
</tr>
<tr>
<td>Management</td>
<td>13</td>
</tr>
<tr>
<td>Center for Venture Research</td>
<td>298</td>
</tr>
<tr>
<td>Certified Lenders</td>
<td>293</td>
</tr>
<tr>
<td>Certified Public Accountant</td>
<td>185</td>
</tr>
<tr>
<td>Chappell, Tom</td>
<td>I-7</td>
</tr>
<tr>
<td>Chauncey, Paula E.</td>
<td>73</td>
</tr>
<tr>
<td>Chen, Jack</td>
<td>260</td>
</tr>
<tr>
<td>Chief Financial Officer</td>
<td>9</td>
</tr>
<tr>
<td>Chrysler</td>
<td>159</td>
</tr>
<tr>
<td>Chuang, John</td>
<td>I-18</td>
</tr>
<tr>
<td>Churchill, Winston</td>
<td>30</td>
</tr>
<tr>
<td>Club Terror</td>
<td>17</td>
</tr>
<tr>
<td>Coburn, Pip</td>
<td>136</td>
</tr>
<tr>
<td>Cohen, Ben</td>
<td>230</td>
</tr>
<tr>
<td>Coinstar</td>
<td>111</td>
</tr>
<tr>
<td>Collateralized</td>
<td>279</td>
</tr>
<tr>
<td>Combination</td>
<td>83</td>
</tr>
<tr>
<td>Commercial Finance Online</td>
<td>270</td>
</tr>
<tr>
<td>Commercial Lending</td>
<td>280</td>
</tr>
<tr>
<td>Compass International</td>
<td>258</td>
</tr>
<tr>
<td>Competing for the Future</td>
<td>137</td>
</tr>
<tr>
<td>Competitive Retaliation</td>
<td>177</td>
</tr>
<tr>
<td>Computer Literacy</td>
<td>222</td>
</tr>
<tr>
<td>Confidence</td>
<td>22</td>
</tr>
<tr>
<td>Consultants</td>
<td>187</td>
</tr>
<tr>
<td>Contextual factors</td>
<td>176</td>
</tr>
<tr>
<td>Contingency plans</td>
<td>197</td>
</tr>
<tr>
<td>Cook, Scott</td>
<td>74</td>
</tr>
<tr>
<td>Corporate Alliances</td>
<td>63</td>
</tr>
<tr>
<td>Corporate Lending</td>
<td>280</td>
</tr>
<tr>
<td>Corporate Partnership</td>
<td>264</td>
</tr>
<tr>
<td>Corporations</td>
<td>214</td>
</tr>
<tr>
<td>Covenants</td>
<td>292</td>
</tr>
<tr>
<td>Craine, Bob</td>
<td>351</td>
</tr>
</tbody>
</table>
Crandall, Robert, 281
Cranium Inc., 76
Creative Assets Inc., 9
Creative Destruction, 24
Crow, Dennis, 261
Customer Prepayment, 262
Customer Profile, 217
Customer-centric, 78

D
Dangerfield, Rodney, 14
DaVinci, 115
Dawson, George, 263, I-16
Debelak, Don, 154
Debnam, Dean, 118
DeGarno, Scott, 101
Deion, Mark, 172
Dell Computer, I-3
Dell, Michael, I-3
DeLuca, Fred, 10
DeMello, Tim, I-11
Deshpande, Dush, I-13, 107
Desio, Anthony, 76
Dineen, Timothy, 199
Direct Stock Market, 343
Discounted Cash Flow, 333
Discounted Fees, 261
Discovery-Driven Planning, 20
Disney, 17
Dragon Systems, 116
DrKoop.com, 131
Drysdale, Don, 108
DuCoin, Edward, 258
Due Diligence, 165
Duffeler, Patrick, 149
Dumb Money, 248
Dummies Guides, 76
Dun and Bradstreet, 175
Dye, Dan, 109

E
Earle, Jamie, 373
Early Stage, 300
eBay, 11, 114
Eddy, George, 5, 14, 147
Edmark, Tomima, 163
EDS, 258
Egan, Michael, 19, 321
Eisenhower, Dwight D, 239
Electronic Listings, 340
Electronics for Imaging, 131
Elevator Pitch, 208
Elingo, 131
Ellison, Larry, I-3
En Point Technologies Inc., 227
EnhanceNow, 373
Ennico, Cliff, 321
Enterprise Zones, 263
Entrepreneur, 73, 89
Entrepreneurial Gap, I-8, 5
Entrepreneurial Myths, I-13
Entrepreneurial Profile, 5
Entrepreneurial Qualities, 17
Entrepreneurial Risk, 8
Entrepreneurial Stoplight, 154
Entrepreneurial Teams, 13
Entrepreneurship by Braille, 68
Equity Gap, 268
Escape Clauses, 236
Espuelas, Fernando, 260
Étre LLC, 73
Evans, Chris, 15, 115
Evanson, David, 362
Event/Probability Table, 371
Exchange.com, 18
Execution, 38
Exempt, 384
External Advisors, 185
ezAUDIO, 159

F
Factoring, 262
Farnsworth, Philo, 58
Fast Company, 89
Fast Followers, 141
Fatal Flaw, 154, I-15
FCR Inc, 79
Febreze, 79
FedEx, I-3
Fee-for-Equity, 261
Felberbaum, Kenneth, 121
Ferguson, Charles, 373
Field, Debbie, I-3, 227
Filo, David, 115
Financial Communications Associates, 362
Financial Intermediaries, 269
Financing Plan, 249
First to Market, 139
First, Tom, 110, 321
Florida Orange Juice, 79
Focus, 38
Focus Groups, 78
Forbes, 89
Force-Field Model, I-8
Fortune, 89
Founder Funding, 258
F-Plan, 249
Free Association, 81
Freedman, David, 342
Frookies, 90
Fry, Art, 92
Fuel Belt Inc., 112
Furniture.com, 343

H
H&R Block, 102
Halo, 163
Hamel, Gary, 137
Hardy, Robbie, 13
Harrell, Tom, 373
Harrell, Wilson, 17
Hartstein, David, 76
Head, Howard, 78
Heeling Sports Inc, 112
Hellas International Inc., 110
Henry David, I-12
Here Today, Gone Tomorrow Syndrome, 177
Hershey, John, 373
Herzog, Jeffrey, 115
Hess, Jan, 187
Hewlett, William, I-2
Hewlett-Packard, 156, I-2
Hideaways, 113
High-Growth Ventures, 35
Hirsch, Robert D, 228
Hitzeman, Holly, 289
Hobbs, Walt, 11
Hogs Head Beer Cellers, 165
Hole-in-the-Ground Ventures, 147
Holmes, Jake, 195
Holmes, Todd, 119
Home Depot, 1-3, 79, 227
Honda, 223
Hoover, Gary, 73
Hospitable Markets, 38
Householder, Cherry, 281
Householder, Tom, 281
Hubbard, Elbert, 13
Huizenga, Wayne, 105, 254

I
Iacocca, Lee, 159
Ice-Cream-for-Life Club, 258
Idealab, 264
Idiots Guides, 76
Impact Telemarketing, 258
Improving with Age Rule, 220
Inc. 500, 40
Inc. Magazine, I-7
Income Level, 83
Incrementalism, 38
Incubators, 13, 264

G
Gale Directory of Associations, 231
Gamperi, David, 119
Garber, Ross, 26, 193
Gardner, John W, 44
Garfinkle, Phil, 374
Gates, Bill, I-3
Gecht, Guy, 131
Gelormine, Vince, 117
Gendron, George, 1-7
General Partnerships, 214
Geographic Area, 83
Gianforte, Greg, 219
Gladstone, David, 5, 27, 355
Glorioso, Bob, 313
Glow Dog Inc., 109
Goldberg, Carl, 109
Goldberg, James, 264
Goodman, Lanny, I-18
Google.com, 115
Government Grants, 263
Graves, Earl, 28, 281
Great American Stock, 289
Greenfield, Jerry, 230
Greenspan, Alan, 130
Gretzky, Wayne, 95
Griffen, Shawn, 326
Growing Your Business, 263
Guerrilla Entrepreneurs, 174
Gurley, J. William, 160
Initial Capital Requirement, 232
Initial Public Offering, 210, 269
Innovation Guidebook, 163
Innovation Push, 74
INPEX, 86
Insurance, 197
Insurance Advisor, 187
Integrated Medical Resources, 164
Intel, 267
Intent, 38
Interbrand Group, 222
Intermediaries, 293
Internal Revenue Service, 215
Intuit, 74
Inventor Myth, 10
Inventors, 10
Investment Banker, 362, 387
Investment Banks, 268
Investment of Choice, 350
Irrational Exuberance, 130
Irritants, 90
Irwin-Hentschel, Noel, 121
It’s a Keeper, 12
Ive Andrew, 113

J
Jackson, Mary Ann, 103
Jarecki, Andrew, 107
Jeffry Sohl, 341
Jeremys MicroBatch Ice Creams, 76
JetBlue, 91
Jobs, Steven, I-2, I-7
Johnson Bob, founder of BET, 73
Johnson, Howard, 27
Johnson, John, 18
Johnson, John H, 28
Joint Ventures, 86
Joplin, Janice, 58
JTV Enterprises, I-6

K
KaBloom Ltd, 76
Kaleidoscopic Perspective, 75
Kanzler, Stacey, 113
Kapor, Mitchell, 230
Keery, Francis, 103, 105
Kellar, Stephanie, 162
Kelleher, Herb, 28
Kellogg, Linda, 93
Kent, Calvin, I-18
Kiam, Victor, 88
Killer Applications, 45
Killer App, 87s
KinderCare, 102
King, Alex, 283
Kirsner, Scott, 144
Knight, Kristen, 9, 10
Knight, Phillip, 258
Knight-McDowell Labs, 107
Knight-McDowell, Victoria, 107
Kraus, Jeremy, 76
Kroc, Ray, 17

L
Land, 156
Larson, Erik, 194
Lashpro, 162
Later Stage, 300
Lazarus Effect, 85
Leasing, 261
Lee Charles, M.D., 107
Legal Counsel, 186
Leprechaun Capital, 199
LeRose, Jeff, 117
Leschley, Stig, 18
Levinson, Jay Conrad, 174
Lewin, Kurt, I-8
Licensing, 85, 266
Lifestyle Ventures, 35
Lim, Gary, 183
Limited Liability Companies, 214
Limited Partnerships, 214
Line of Credit, 279
Lingren, Amy, 2
Liquidity Event, 251
Living Dead, 349
Lockup Agreement, 383
Loeb, Marshall, 98
Long, Kurt, 131
Long, Thomas, 340
Loofbourrow, Tod, 106
Lord Kelvin, 95
Lorenzo, Joe, 120
Lotus, 230
Love Money, 259
Lowe, Jim, 165
Lucille Roberts Health Clubs, 121
M
MAACO, 104
Machiavelli, Niccolo, 24
MacMillan, Ian, 132
Mail Boxes Etc., 76
Malik, Vinu, 112
Management by Exception System, 237
Management Team, 187
Mancuso, Joseph, 13, I-6
Manfred F.R. Kets de Vries, 28
Marathon Technologies Corporation, 313
Marcus, Beth, 109
Marcuvitz, Andy, 358
Maricultura, 340
Market Knowledge Gap, 7
Market Penetration, 224
Market skimming, 224
Market Test, I-5
Market Venture Risk, 8
Market-Area Saturation, 82
Market-First Approach, 86
Marketing Your Invention, 163
Martino, Anthony A., 103
Mary Kay Cosmetics, 76
Matrix Charting, 80
Matrix Partners, 367
May, Rollo, 64
McCue, Mike, 28
McDowell, Rider, 107
McGoldrick, Beth, 247, 264
McGrath, Rita Gunther, 132
Mezzanine Funding, 386
Microsoft, I-3
Miller, Al, 229
Miller, Dave, 108
Missouri factor, 256
Modest ventures, 35
Molbak, Jeks, 110
Monaghan, Tom, 4, 295
Money Hunt, 321
Morita, Akio, 18
Morris, Bill, 26
Most Preferred Customer, 262
MovieFone, 107
Mui, Chunka, 87
Murphy’s Law, 60
My Own Meals, Inc., 103

N
Nantucket Nectars, 110, 321
National Association of Venture Forums, 342
National Technical Information Service, 85
Naut-a-Care Marine Services, 71, 108
Neeleman, David, 91
Nelson, Polly, 165
New Venture Opportunity Matrix, 136
Next Big Thing, 147
NeXT Computer, I-7
Nike Inc, 258
Noise Cancellation Technologies, 79
Nonexempt Offerings, 384
Notebook, 88
Novoste Corporation, 188, 321
Nye, Amy, 112, 174

O
OffRoad Capital, 344
Oklahoma Investment Forum, 351
Olm, 30
Olm, Kenneth, 5, 14, 147
Olmos, Edward James, 9
Olsen, Tedann, I-8
Olson, Ken, 96
Olson, Scott, 111
Omidyar, Pierre, 11, 114
One Year or Longer Head Start Rule, 220
OpenNetwork Technologies, 131
Operational Issues, 177
Opportunistic Adaptation Strategy, 54
Opportunity Cost, I-10
Opportunity Gap, I-8
Opportunity Rating System, 152
Oracle, I-3
Osnabrugge, Van, 257
Outback Steakhouse, 267
Outsourcing, 94

P
Pacific Bio Systems, 79, 105
Packard, David, I-2
Page, Heather, 164
Paired Comparison, 81
Palmer, Ed, 344
Palo Alto Research, 85
Paralysis by Analysis, 25
Partners, 144
Partnership Agreement, 213
Partnerships, 213
Pasarow, Susan, 110
Paul Brown, 319
Penney, Brian, 336
Perez, Alex, 131
Perfectionists, 12
Perkins, Michael, 261
Perlman, Steve, 111
Perot, Ross, 258
Persistent, 27
Peters, Michael P., 228
Peterson, Arthur, 103, 105
Pets.com, 131
Pierce & Crow, 261
Placement Agent, 344
Polyglot Systems, 107
Pony Express, 134
Post-IPO Valuation, 387
Powers, Sarah, 187
Prager, Tweedy, 103
Prahalad, C. K., 137
Pre-Deal Valuation, 342, 377
Predeal Valuation, 342
Preferred Lenders, 293
Prefunding Valuation, 249
Pre-IPO Valuation, 387
Price Elasticity., 224
Price Strategy, 224
Primus Venture, 366
Pringles, 61
Private Offering, 268
Private Placement, 344
Product, 222
Product-First Approach, 85
Progressive Insurances, 223
ProLingua 24/7, 107
Promising Ventures, 35
Proprietary Position, 228, 368
Prototype, 153
Proximity, 38
Proximity Effect, 41
Put Options, 330

Quick Wins, 227

R
Radiant Systems, 118
Rainforest Café, 17
Ramp Up, 50
Ramping-Up, 302
Raskin, Andrew, 329
Ratchets, 374
Rate of Failure, 1-14
Red Herring, 89, 374
Red Polka-Dotted Zebra, 220
Redemption Rate, 330
Reeds Jewelers, 388
Registration rights, 330
Regulation A, 344
Regulation D, 344
Reich, Matthew, 190
Relationship Banking, 280
Remarkable Moments, 28
Remington Electric Razors, 88
Reno Air, 120
Research Triangle Consultants, 117
Research Triangle Ventures, 376
Resilience, 28
Resilient, 27
Resource Audit, 150
Resource Gap, 1-8
Return on Investment/Investment Base Matrix, 146
Reverse Brainstorming, 78
Revolutionary ventures, 35
Right of First Refusal, 330
Rind, Kenneth, 12
Risk Analysis, 197
Road Show, 387
Robbins, Irv, 103
Robert Morris Associates, 148
Roberts, Cecil, 378
Roberts, Lucille, 121
Robinson, Robert, 173, 308
Robinson, Robert J, 257
Roddick, Anita, 76, 272
Rollerblade, 111
Rolling Stone, 98
Rouse, James, 388
Rowlands, Pleasant, 156
Royalties, 266
Rubbermaid, 79
Ruff Rider LLC, 109
Rule 344, 504–506
Russell, Nancy, 172
Rustproofing Centers, 104
Ryan, Rob, 15

S
S Corporation, 215, 344
S.C.R.U.B.S., 113
Saffo, Paul, 73
Sahlman, William, 70
Sandbagger Corp., 113
SBICs, 267
Scalability, 38
Scale, 38
Scaling, 220
Scarborough, Norman, 126
Scenarios, 174
Schact, Henry, 20
Schiff, Jill, 110
Schilit, W. Keith, 159
SchoolSports Communications
Network LLC, 108
Schultz, Howard, 118, I-3
Schumpeter, Joseph, 24
Schussler, Steve, 17, 96
Schwartz, Jeff, 28
Scott, Tom, 110, 321
Searcy, Marilyn, 12
Seat Down, 11
Second Movers, 141
SEC Rule 501, 309
Seed Stage, 299
Segal, Jon, 108
Segmentation, 83
Service Strategy, 222
Severiens, Hans, 351
Sexton, Donald, 172
Shaffer, Richard, 144
Sheldon, James, I-19
Shur, Iris, 187
Siebel Systems, I-3
Siebel, Tom, I-3
Siegel, Tom, 342
Sifleet, Jean, 187
Sinyard, Mike, 111
Skalkos, Areti, 110
Slice of Life, 81
Slutsky, Adam, 107
Small Business Administration, 230, 263

Small Business Investment
Companies, 267
Small-Corporate-Offering, 344
Smart Money, 248
Smith, Fred, I-3
Smith, Tom, 39
SnowSports Industries America, I-8
Soft No, 377
SolarAttic Inc, 344
Sole Proprietorship, 213
Sony, 79
Sony Corporation, 18
Sophisticated Angels, 333
Sophisticated Investor, 248, 309
Southwest Airlines, 28
SPARKS Tune-Up Centers, 104
Specialization Gap, 6
Specialized Bicycle Components, 111
Spitz, Eric, 120
Staffing Resources, 281
Staples, 117
Starbucks, 118, I-3
StarMedia Network, 260
Start-up Resources, 93
Start-up Stage, 300
Stemberg, Thomas, 117
Stevenson, Harold, 321
Stock, 267
StoneGate Partners, 313
Strategic alliances, 264
Strategic Funding Gaps, 251
Stumpjumper, 111
Subchapter S, 215
Supplier Financing, 261
Sustainable Competitive
Advantage, 368
Summers, Lawrence H., 381
Sweet Spot/Jewel Opportunities, 147
Sycamore Networks, 107

T
Tait, Richard, 76
Tannenbaum, Jeff, 373
Team, 9
Technical and Logistics Study, 153
Technical Default, 236
Technologic Partners, 144
Technology Advisory Committee, 191
Technology Review, 89
Temporary Legal Monopoly, 71
Tenacious, 27
Term Sheet, 316, 377
Test Market, 153
Test Marketing, 157
The Body Shop, 76, 272
The Carpetbaggers, 25
The Competitive Matrix, 83
The Future Positioning Matrix, 137
The Futurist, 89
The Haloid Company, 86
The Living Dead, 357
The Mirror Test, I-5
The National Association of Venture Forums, 342
The Old New York Brewing Company, 190
The Pareto 80/20 Principle, 127
The Vietnam Business Journal, 121
The Wall Street Journal, 89
The Washington Innovation Assessment Centers, 163
The Entrepreneurial Mindset, 132
Theta Resources, 264
Thiel, Mike, 112
Third-Party Guarantees, 259
Three Dog Bakery, 74, 109
Three-Legged Pantyhose, 80
Timeline, 199, 236
Timmons, Jeffrey, 14, 67
Tips and Traps for Inventors, 163
Tom’s of Maine, I-7
Townsend, Robert, I-17
Trademark Office, 228
Trakus Inc., 120
Trategic, 177
Tribastone, Dan, 106
Trigger Event, 371
Truman, Harry, 271
Turnaround Efforts, 339
Turner, Ted, I-3
Twain, Mark, 23, 275
Tweedies Optical, 79, 103
Underwriter, 388
Usage Rate, 83
Usenet Newsgroup, 162
ValiCert., 116
Valvano, Jim, 28
Van Andel, Jay, 28
Van Auken, Phillip, 172
Van Goghs Kitchen Inc., 110
Van Osnbrugge, Mark, 173, 257
Venture Capital Firms, 268
Venture Capitalists, 204
Venture Creation Process, I-4
Venture Economics, 266, 371
Venture Market East, 375
Verhalen, Andrew, 367
Vermeer Technologies Inc., 373
Vernon, Lillian, 72, 271
Vicarious Parenting, 363
Vignette Corporation, 193
Vincent, Jon, I-6
Virgin Angels, 333
Virgin Atlantic Airways, I-3, 62
Virgin Records, 62
Virtual Corporations, 87
Vito, Rob, 159
Vulnerability Analysis, 164
Vulture Capitalists, 362
Walkman, 79
Wall Street Games, I-11
Wallenda, Carl, I-17
Wallet Test, I-5
Walt Disney World, 76
Wanna-bes, 15
Warner, Harry M., 95
Waterstone Medical, 106
Watson, Thomas, 96
Weimer, Bill, 108
Weldon, Tom, 188, 321
Well, I’ll Be Damned Test, 157
Welles, Edward, 211
Wenner, Jann, 98
West, Dan, 108
West, Harry, 108
Wheel of Retailing, 181
Whitmeyer, Bud, 376
Wicker, John, 165
Williamsburg Winery, 149
Window of Opportunity, 12
Wisconsin Innovation Service Center, 163
Witt, Louise, 349
Womack, Clay, 343
Worth, Richard, 90
Wozniak, Steven, I-2
www.uspto.gov, 162

X
Xero Products LLC, 19
Xerox, 85
Xerox Company, 86
X-It Products LLC, 113

Y
Yahoo!, 115
Yakatan, Stan, 264
Yang, Jerry, 115
Yazam, 374
Young, Bob, 24

Z
Zagat, Nina, 76
Zagat, Tim, 76
Zider, Bob, 92
Ziebart, 79
Ziebart, Kurt, 103
Zimmer, Alan, 388
Zimmerer, Thomas, 126