



Startup: A Silicon Valley Adventure

By S. Jerrold Kaplan

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Jerry Kaplan had a dream: he would redefine the known universe (and get very rich) by creating a new kind of computer. All he needed was sixty million dollars, a few hundred employees, a maniacal belief in his ability to win the Silicon Valley startup game. Kaplan, a well-known figure in the computer industry, founded GO Corporation in 1987, and for several years it was one of the hottest new ventures in the Valley. Startup tells the story of Kaplan's wild ride: how he assembled a brilliant but fractious team of engineers, software designers, and investors; pioneered the emerging market for hand-held computers operated with a pen instead of a keyboard; and careened from crisis to crisis without ever losing his passion for his revolutionary idea. Along the way, Kaplan vividly recreates his encounters with eccentric employees, risk-addicted venture capitalists, and industry giants such as Bill Gates and John Sculley. And no one -- including Kaplan himself -- is spared his sharp wit and o

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Startup: A Silicon Valley Adventure By S. Jerrold Kaplan Bibliography

- Sales Rank: #417990 in Books
- Published on: 1995-05-03
- Original language: English
- Number of items: 1
- Dimensions: .0" h x .0" w x .0" l,
- Binding: Hardcover
- 322 pages

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Editorial Review

Amazon.com Review

The founder of the visionary, yet doomed, GO Corporation kept notes throughout his years at the helm, thinking that one day he would produce a book. It shows. This is a vivid and lively rise-and-fall account of a company born to create a pen-based computer. It begins on a corporate jet with the author and fellow industry visionary Mitchell Kapor, founder of Lotus, sharing a vision of pen computing. From there, *Startup* quickly leaps to the day-to-day challenges of hiring staff, constantly reassessing and readjusting goals, and coping with the stress of endless rounds of venture capital funding. That Kaplan, in his first attempt at running a company, battles with the top forces at Microsoft, IBM, and other industry giants to bring the idea to market, only makes the story more compelling. His company's ultimate failure says more about a cutthroat industry than about the quality of Kaplan's product. This is a real David and Goliath tale. If you've ever wondered why things go right or wrong, how competition can kill you, or how financing really works within a small startup, read this book!

From Publishers Weekly

Kaplan founded GO Corp. in 1987 to develop a pen-based portable computer. He lost control of the company to an investor group that included AT&T in late 1993 after spending nearly \$75 million in a failed effort to create a marketable product, and GO's successor company was closed down by AT&T in July 1994. What separates Kaplan's tale from other start-up stories is the insight he provides about dealing with two of America's largest computer companies?IBM and Microsoft. Kaplan negotiated with layers of IBM bureaucracy to get the company to invest tens of millions of dollars in GO, and yet with the downsizing that rocked IBM, Kaplan doubted whether anyone remaining at IBM knew or cared about its GO involvement. GO's relationship with Microsoft evolved from a potential partnership to a fierce competition. As the two companies became more competitive, the pressure Microsoft exerted on the industry to support its own pen-based efforts over those of GO makes one think that federal judge Stanley Sporkin is right in trying to reopen the antitrust investigation of the software powerhouse. Readers interested in entrepreneurial adventurism will find Kaplan's tale entertaining, but the book will appeal most to those familiar with the computer industry. Copyright 1995 Reed Business Information, Inc.

From Library Journal

Kaplan, a well-known figure in the computer industry, dreamed of creating a new kind of computer. *Startup*, based on a diary he kept, tells how in 1987 he gathered a team of engineers, software designers, and investors; developed a hand-held computer; and ended six years later selling his GO Corporation to AT&T. This entertaining story is the first insider's account of the cutthroat competitive soap opera known as the computer business. A glossary explains acronyms and technical terms that are used throughout the book. Kaplan is starting a new company devoted to reinventing online shopping. Business, academic, and public libraries should consider.?Susan Awe, Jefferson Cty. P.L. System, Arvada, Col. Copyright 1995 Reed Business Information, Inc.

Users Review

From reader reviews:

James Stewart:

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Donna Cauley:

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