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universities (including Stanford, U.C. Berkeley and Columbia) and the U.S. National Science Foundation, among many others.

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Editor ' s note: This is an  
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ground with no outside investment. This book intentionally avoids topics restricted to venture-backed startups such as: honing your investment pitch, securing funding, and figuring out how to use the piles of cash investors keep placing in your lap. This book assumes: \*

You don't have \$6M of investor funds sitting in

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You're not going to relocate to the handful of startup hubs in the world

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database. This book does not cover the technical aspects developers already know or can learn elsewhere. It focuses on finding your idea, testing it before you build, and getting it into the hands of your customers.

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