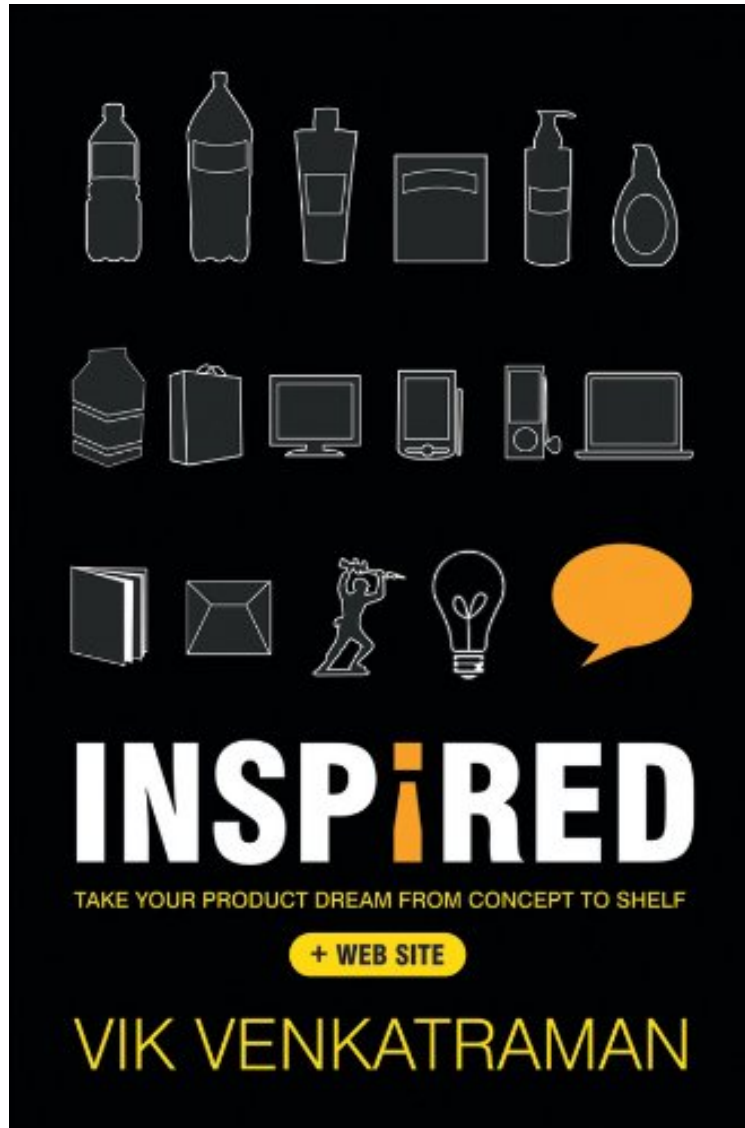


[PDF] Inspired!: Take Your Product Dream from Concept to Shelf

# Inspired!: Take Your Product Dream from Concept to Shelf

Vik Venkatraman

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**Vik Venkatraman : Inspired!: Take Your Product Dream from Concept to Shelf** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Inspired!: Take Your Product Dream from Concept to Shelf:

3 of 3 people found the following review helpful. Full of of great tips. Must Read.By jeffYes, Vic's book is the BIBLE for those seeking to turn an idea-to-reality. Reduce mistakes by learning vicariously through his own experiences. He (a former Red Bull brand manager)modestly explains, in detail, his thought processes and the mistakes he made in starting his starfruit juice company; he's certainly a doer.For most starting out, the first step is finding key info--- finding the right idea,the right questions to ask, the right supplier, the right distributor--which entails searching on the

web to fill in those blanks. Well say goodbye to fruitless searches on google or some hack American bus. advice website, as you'll read lots of misinformation and spam and, most importantly, waste a ton of TIME. Also most 'turn-idea-to-money' books follow the standard sequence of defining vague steps with cut and paste job of defining those steps, ie, what is a supplier, etc...On the other shoe, Vic describes how the game is really played: buying in the US or overseas, how suppliers try to squeeze you and how to negotiate(asking for order minimums, price breaks, lead times and idea generation,etc), packaging and design(glass or plastic, where?), and selling to retailers(how to pitch the product, setting up a meeting), and selecting distributors using his culling method.In essence his book removes the fog of confusion and lays out what worked and what didn't for him. INSPIRED merits a full read.1 of 1 people found the following review helpful. Superb blueprint in getting a new product to market!By Ryan ManvilleInspired provides both a high level view in getting a product to market along with tactical tools in the development, launch and rollout phases. The author also expertly weaves in his personal experiences towards start up ventures which complements the text nicely. This book is a must for any entrepreneur who wishes to maximize their success. Highly recommended!!2 of 3 people found the following review helpful. Personal friend of the authorBy Suki S.Ive had the privilege of knowing Vik for more than 8 years. During that time, I have consulted with him on numerous products/businesses that I was involved in and always found his advice to be pragmatic, forward thinking, and looking at it retrospectively...correct! When he told me he was going to write this book I was very excited because I knew it would be a phenomenal guide to help entrepreneurs increase their chances of success in the ultra-competitive, flat world that we live in.No matter where you are in your business career, it is essential to learn what your fellow entrepreneurs did that made them successful and even more important to know what they did that made them fail. Vik does a great job profiling both sides. As entrepreneurs, were already in the riskiest profession in the business, its great to have books like this that can help us avoid costly mistakes and significantly increase our chances of success. Buy it, borrow it from the library, or get it from a friend, but definitely read it!

The definitive reference guide for developing, launching, and rolling out a new product Each year, thousands of new products are introduced to market. Most fail. What's worse is it doesn't have to be this way. The fact is product failure is rarely the result of either a lack of need or desire for a product, but, rather, is due to an entrepreneur who lacks the know-how to successfully develop, launch and rollout his or her product. Inspired! Take Your Product Dream from Concept to Shelf helps entrepreneurs to successfully navigate the marketplace, avoiding the common mistakes most people make, while finding traction faster, and building an attractive brand that players across the value chain will want will want to buy. Provides readers with inspiring true stories and anecdotes, as well as insightful interviews with top entrepreneurs and merchandisers Presents invaluable research as to producers, designers, distributors, and retailers Divided into three easy-to-follow sections ndash; Development, Launch, and Rollout With unemployment hovering around 10%, many individuals are turning to the world of entrepreneurship. Now more than ever individuals, start-ups, and small businesses need expert guidance on how to bring their products from concept to shelf. Inspired! provides that guidance.

From the Inside FlapEach year, passionate, hard-working individuals launch tens of thousands of new products. Unfortunately, although a great number of these products serve a need or satisfy a want, the majority disappear from the marketplace within two years. It doesn't have to be this way. Most products fail not because they weren't good ideas but, rather, because the entrepreneurs behind them weren't prepared. In Inspired! Take Your Product Dream from Concept to Shelf, entrepreneur Vik Venkatraman provides the expert guidance you need to avoid the common mistakes most people make. Divided into three sectionsmdash;Development, Launch, and Rolloutmdash;and using what the author refers to as The Inspired Method to help you build mutually beneficial relationships and make informed decisions, Inspired! walks you through each and every step of bringing a new product to market and ensuring that the product succeeds, including how to: Use Web tools to determine demand Utilize your personal network to gain access to those who can assist you through the various stages of launching a product Create a mock-up and a prototype, and the difference between the two Select a name that increases your chancesof success Negotiate with suppliers, including thequestions you should ask Determine whether to manufacture yourproduct domestically or overseas Pitch your product to retailers, and how to get your foot in the door in the first place Market your product on the Web Find financing from angel investors, venture capitalists, banks, grant programs, andentrepreneurship competitions Inspired! also includes sample letters to potential business partners, invaluable insights from successful entrepreneurs, and exercises to reinforce what you've learned. Launching a successful new product requires much more than just a great idea. Inspired! arms you with the knowledgemdash;the knowledge most entrepreneurs lackmdash;that can help you save time and money, and ensure that your product is one of the 10 percent that proves to be a huge success.From the Back Cover"Vik's passion for entrepreneurship is so contagiousyou can catch it by reading this book." mdash;Mark Peter Davisentrepreneur, venture capitalist and community organizer "Thomas Edison remarked that 'genius is one percent inspiration andninety-nine percent perspiration.' Inspired! will help you find the right balance of strategy and execution to bring your idea to the marketplace. Throughpractical case studies and

insights from real experience, Vik's book is essential reading for any entrepreneur, marketer or innovator." —John Gerzema Chief Insights Officer, Young Rubicam and coauthor of *Spend Shift* "Pushing a new product idea out of the brain and onto the shelf requires a unique skillset and a lot of tenacity. Vik has both and gracefully shares his lessons learned. Stop dreaming about your great product idea and read this book." —Scott Belsky Founder and CEO, Behance and author of national bestseller *Making Ideas Happen*

**About the Author**  
**VIK VENKATRAMAN** is a dreamer, free thinker, and student of life. He is the founder of both Star Power, the first 100% pure starfruit juice sold at specialty grocery stores, and V Bespoke, a fashion company offering affordable, high quality, custom-tailored clothing. Vik is a former brand manager for Red Bull, and as a highly respected entrepreneur and management consultant with Deloitte Consulting and American Express, he has advised Fortune 500 retail, travel, and consumer product companies on a wide range of issues, including operations, marketing strategies, and manufacturing. Vik studied biomedical engineering at Columbia University, where he graduated with honors.