

THE 60 MINUTE STARTUP

**A Proven System to Start Your Business in
One Hour a Day and Get Your First Paying
Customers in Thirty Days (Or Less)**

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RAMESH DONTHA is a serial entrepreneur. He is the host of *The Agile Entrepreneur* podcast, and managing partner of his own professional services organization, Digital Transformation Pro. He also consults with several Fortune 100 companies. Ramesh Dontha worked for 17 years as a strategic planner with Intel Corporation, and for 7 years as a program manager for Tata Infotech. He is a graduate of Duke University, the National Institute of Industrial Engineering (Mumbai, India), and the National Institute of Technology Warangal (India).

The website for this book is at: www.The60MinuteStartup.com.

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MAIN IDEA

It is possible to build a profitable, money-making venture in one hour of work per day. To achieve that, you need to apply the agile entrepreneurship methodology which states:

 **GOOD ENOUGH TO MAKE MONEY IS GOOD ENOUGH TO MAKE MONEY**

Lots of new business builders are perfectionists who keep fiddling with logos and trying to get things "perfect" before they will even try to attract some customers. That's backwards. You should begin generating real-world feedback by trying to get to revenue as fast as you can. Start small, get feedback, make improvements, and then keep improving your business from there.

Be an "agile entrepreneur". This is someone who follows the agile approach which has revolutionized software development. Get some paying customers first, and then come back and flesh out your perfect business model, ideal value proposition, superb marketing funnel, and so on.

 **60 MINUTES A DAY X 30 DAYS = 1 VIABLE BUSINESS**

The great thing is you can build a new business in just 60-minutes a day for the next 30 days if you apply the agile entrepreneurship principles.

"The 60-Minute Startup is for serious entrepreneurs who want a real business with real customers as soon as possible. Did you know that 70 percent of people want to start a business, but less than 15 percent of aspiring entrepreneurs go from idea to ownership? My goal is to close this entrepreneurship desire gap and make you one of the few who starts, builds, and grows a viable, profitable business. Let's begin!"

– Ramesh Dontha



DAY 1	START WITH WHAT, NOT WHY	DAY 16	JOIN SOME ONLINE GROUPS
DAY 2	CREATE SOME CUSTOMERS	DAY 17	BUY SOME MORE CUSTOMERS
DAY 3	SEE WHAT PEOPLE WANT TO BUY	DAY 18	RUN SOCIAL MEDIA CONTESTS
DAY 4	UNIQUE VALUE PROPOSITION	DAY 19	GET FEATURED
DAY 5	ASSESS MARKET VIABILITY	DAY 20	TURBOCHARGE SOCIAL MEDIA
DAY 6	DECIDE FIRST PRICING STRATEGY	DAY 21	USE CONFERENCES & SHOWS
DAY 7	SET UP YOUR BUSINESS	DAY 22	START USING LINKEDIN
DAY 8	PROTECT YOUR SUCCESS	DAY 23	BORROW OTHER AUDIENCES
DAY 9	SET UP SHOP ONLINE	DAY 24	LAND SOME GIGS
DAY 10	SET UP YOUR MONEY SYSTEMS	DAY 25	PITCH ON UPWORK
DAY 11	RUN YOUR NUMBERS	DAY 26	BARTER FOR REFERRALS
DAY 12	CREATE YOUR BRANDING	DAY 27	DO SOME PRODUCT DEMOS
DAY 13	WRITE UP YOUR BUSINESS PLAN	DAY 28	START CUSTOMER EDUCATION
DAY 14	TEE UP YOUR INFRASTRUCTURE	DAY 29	TRADE SERVICES FOR LEADS
DAY 15	MAKE YOUR LAUNCH HAPPEN	DAY 30	APPLY STRATEGIC PASSION

"Agile entrepreneurs believe in real-life feedback over business school theories. Fast over methodical. Done now over done well. Money in the bank over money spent on courses. You might say agile entrepreneurs are in it for the money, and rightly so. What's the point of starting a business if you never make money?"

– Ramesh Dontha

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