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# If You Really Want To Change The World: A Guide To Creating, Building, And Sustaining Breakthrough Ventures



## Synopsis

Silicon Valley's latest trend for creating new ventures is based on trial and error: test market needs with new product concepts and a minimum amount of capital, expect that the product may not meet the market need, so fail fast and try another product with the hope that a product-market fit will eventually emerge. But this fail fast, step-and-pivot philosophy is like taking a random walk in the forest without a compass. *If You Really Want to Change the World* is about helping entrepreneurs find true north. Henry Kressel and Norman Winarsky, technologists, inventors, and investors with stellar track records, provide a guide for those who wish to create a market-leading company that will have a real impact: a disciplined and staged approach they have used to launch, invest in, and develop scores of highly successful companies. *If You Really Want to Change the World* leads entrepreneurs through the critical stages of venture development, from concept to acquisition or public offering to maintaining a rich culture of innovation in the company. It is a guide by innovators for innovators, with approaches that are practical and timeless. Drawing on the authors' experiences as well as those of their partners from around the world, Kressel and Winarsky share the stories of their triumphs and misses, demonstrate their method in action, and inspire their readers in the process. There are more opportunities now than ever before to build breakthrough companies that touch millions of lives. If this is your goal, let this book be your guide to creating world-changing ventures.

## Book Information

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## Customer Reviews

When I was starting out this is the book that I most needed, but didn't have. There are hundreds of books written about "how I did it" or "here is what you should do" or "here are my provocative quips" but there are very few business books that go from the "what" to the "how." Collectively the authors have helped start around the world over a hundred new innovations and companies plus every kind of M&A and licensing transaction one could imagine. Their insights come from both extensive study and from a lifetime of practice. Their focus is on creating major innovations -- ones that exemplify what Steve Jobs said, "Make a dent in the universe." In that way the book is profoundly different from the popular movement to Agile, Scrum, and Lean. Kressel is a managing partner at Warburg Pincus, one of the world's leading private equity investing firms. SRI International, where Winarsky is President of Ventures, created with its partners Siri, Intuitive Surgical, Nuance, HDTV, and many other innovations. Those innovations have created well over \$50 billion in new marketplace value. That kind of record achievement from a 2,000 person enterprise doesn't happen over and over again by accident. The book goes through, step by step, the lifetime of new innovations and ventures and describes the objectives and practices required at each step. The writing is clean, practical, and to the point. I particularly enjoyed the sections on entrepreneurs and how they find major opportunities and develop them. It is by far the most insightful description about that aspect of creating major innovations I have read. I have a bit of advice for all would be innovators and entrepreneurs.

Let's start with full disclosure: I am currently an entrepreneur spinning out a new company with SRI. I was fortunate enough to have Norman Winarsky as a mentor when he was with SRI - and as a bonus I received a free copy of this book at a launch party. So now that you know I'm biased, let me tell you why I would have bought this book anyway and why you should buy it now if you're considering starting a new venture or are in the process of creating one. It's overwhelming how much goes into creating a successful new venture but the authors have managed to take all of this information - inject it with their personal experience and wisdom - and organize it in a way that makes it easy to read and absorb, a few examples on organization:- Four Ingredients for Start-Up Success- The Eight Elements of the Framework- The Seven Ingredients in a Great Business Plan- Five Fatal Mistakes of Start-Ups (my favorite section) If you're a new entrepreneur, this book will give you a clear, proven framework to use as you build your company. If you already have some experience starting-up companies, this book is a great reminder of some key points. I have a personal issue with being too optimistic and trusting so the key reminders for me were to stay paranoid and be wary of corporate partnerships, but that's just me. The real life challenges faced by

companies like Siri, BEA, SanDisk and others in the book are invaluable lessons. Unless you're on the inside, it's rare to see the concrete steps that a company takes to address big problems.

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