

Launching and Growing Your Business Webinar Resources

Past webinars from this entrepreneurial series: <https://tippie.uiowa.edu/lifelong-learning/webinars/inside-industry>

Topics include:

- Financing Your Startup: Learn How to Secure Funds for Your Business
- The Next Big Thing: Can my business idea become a reality?
- Side Hustle How-To: Your Guide to Starting a Side Gig

John Pappajohn Entrepreneurial Center (JPEC) at Iowa: <https://iowajpec.org/>

Free Business Consulting (JPEC): <https://iowajpec.org/community-programs-and-resources/business-consulting>

Venture School (JPEC): <https://iowajpec.org/community-programs-and-resources/venture-school>

Small Business Development Center (SBDC) - Iowa: <https://iowasbdc.org/>

Small Business Development Center (SBDC) – National: <https://americassbdc.org/>

Iowa Economic Development Authority resources: <https://www.iowaeda.com/>,

<https://www.iasourcelink.com/guides/start-a-business-guide/>

Greater Iowa City, Inc.: <https://greateriowacity.com/>

Cedar Rapids Metro Economic Alliance: <https://www.cedarrapids.org/>

Greater Des Moines Partnership: <https://www.dsmpartnership.com/>

Look for your local co-working spaces, Chamber of Commerce and/or Economic Development organizations.

VentureNet Iowa: <https://www.venturenetiowa.com/>

Blogs/Substacks/E-newsletters:

- [Stratechery](#) - a heavy tilt toward tech and semiconductor stuff, but also excellent industry and business analysis and strategy views
- [OnlyCFO](#) – Eric’s favorite finance Substacks, presented in a way that is helpful to CEOs trying to figure the finance function of a business out as the company scales and grows, especially if you've never had a CFO before.
- [Lenny's Podcast / Newsletter](#) - excellent for product management specifically but also a lot of generally applicable stories and interviews.
- [Andy Chen's Substack](#), author of **The Cold Start Problem**

Book Recommendations:

- **Founding Sales** by Peter Kazanjy - teaching yourself to sell early on in your business, that it's not dirty or - <https://www.amazon.com/s?k=founding+sales&i=stripbooks&crd=26BR0K6Z5UBVC>
- **The Cold Start Problem** by Andrew Chen, about building viral loops and two-sided marketplace business models — <https://www.amazon.com/Cold-Start-Problem-Andrew-Chen/dp/0062969749> - good info re: go-to-market even if you're not a marketplace.
- **The High Growth Handbook** by Elad Gil, easily the most "impactful ideas per page" books I own — <https://growth.eladgil.com/>

- **Scaling People** by Claire Hughes Johnson of Google and Stripe. This gets at the operations/systems stuff you mentioned Barbara.
- **Venture Deals** : <https://amzn.to/3OInFDP>
- **Raising Capital Seminar Series** - offered multiple times annually by the Des Moines Business Partnership. Check dsmpartnership.com calendar for future dates
- **The Art of the Start**: <https://www.amazon.com/Art-Start-Time-Tested-Battle-Hardened-Starting/dp/1591840562>
- **The Mom Test** by Rob Fitzpatrick
- **The Lean Startup** by Eric Ries
- **Nail It Then Scale It** by Nathan Furr & Paul Ahlstrom
- **The All in Startup** by Diana Kander
- **Talking to Humans** by Giff Constable
- **Business Model Generation** by Alexander Osterwalder & Yves Pigneur
- **Blue Ocean Strategy** by W. Chan Kim and Renée Mauborgne
- **The Art of the Start** by Guy Kawasaki

Podcast Recommendations:

- The Iowa Tech Podcast: <https://iowapodcast.com/iowa-tech-podcast/>

SCORE

An organization devoted to fostering vibrant small businesses through mentoring and education.

- Find a mentor, attend workshops, etc. East Central Iowa Chapter: <https://www.score.org/eastcentraliowa>
To find a SCORE office in your part of the country, search under a zip code on their website (top left)
- SCORE's Simple Steps for Starting Your Business: <https://www.score.org/resource/eguide/simple-steps-starting-your-business>
- SCORE's Startup Roadmap: <https://www.score.org/startup-roadmap>
- SCORE's recorded webinars: https://www.score.org/business-education?f%5B0%5D=format%3A44&f%5B1%5D=training_type%3Aonline

Other Resources

- Business Model Canvas (BMC) Tutorial: https://en.wikipedia.org/wiki/Business_Model_Canvas
- Free online training: <https://www.startupschool.org/>
- Lean Canvas (BMC alternative): <https://www.leanfoundry.com/tools/lean-canvas>
- Helpful tools for using the BMC: <https://www.strategyzer.com/library/the-value-proposition-canvas>
- How to pitch to investors: <https://guykawasaki.com/the-only-10-slides-you-need-in-your-pitch/>
- Free basic bookkeeping platform: <https://www.waveapps.com/>
- Linked In Learning has a number of topics including:
 - **Financing Your Business** <https://www.linkedin.com/learning/financing-your-business/building-a-financially-strong-business?u=42459020>