



Stanford eCorner

Story of Startup: The Book

Jerry Kaplan, *Winster*

October 01, 2003

Video URL: <http://ecorner.stanford.edu/videos/371/Story-of-Startup-The-Book>

Kaplan talks about his books. He wrote "Startup" from his experiences. He has written another book which has not been published yet. It is a "business to business romance".



Transcript

I wrote "Startup" based on the experience I had at GO Corporation, a company that I founded in 1987, and the attempt to create a market and all the hoopla that it created. We had a glut-filled market for that. And we got terrific buzz and great market, but we just never quite got it at that time. We needed another five or seven years, I think, perhaps, to go and make that work. I actually have written another book. It hasn't been published yet. It's a...I guess you call this 'historical fiction'. It's called "Rocket Ride", a high-tech love story. And it is a novel. And I have to warn you, it's very racy.

But if you ignore that stuff, it's like reading Playboy for the articles. If you ignore that stuff, there's a lot of detail that people who have read it really say, "Oh, now I understand about how investment banking works, how startup works, how financing works, what are the various stages how you build a company, what sort of things go on, what kind of problems, the whole lot the company lets on." So I thought it was then unusual to write a romance that's really a business. It's a business romance. But it hasn't been published. My publisher is Kinko's at the moment and I'm still revising a bit. And if you ever see it on a bookshelf, I recommend you burn it.