

URL: <https://stvp.stanford.edu/blog/videos/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...