

The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash in for Success



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Reviews

Comprehensive guide! Its this sort of very good go through. It generally is not going to price too much. Its been designed in an remarkably basic way which is simply following i finished reading this pdf where really changed me, affect the way i really believe.

(Prof. Jeremie Blanda DDS)

THE TECH ENTREPRENEUR'S SURVIVAL GUIDE: HOW TO BOOTSTRAP YOUR STARTUP, LEAD THROUGH TOUGH TIMES, AND CASH IN FOR SUCCESS

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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash in for Success, Bernd Schoner, Most technology startups never make it to the funding stage, and only a small percentage of those that are venture-backed generate a positive return for their investors. An even smaller number of startup founders enjoy a truly prosperous exit. Bernd Schoner cofounded his tech startup during the dot-com bust, navigated it through market crises and internal turmoil, brought it through the global financial meltdown intact, and eventually sold it to a multibillion-dollar, multinational public technology company. In The Tech Entrepreneur's Survival Guide, Bernd shares what he learned and what he wished he knew at the time. He explains the major phases in a technology company's life cycle, helping entrepreneurs avoid common pitfalls and survive crises when they strike. He guides readers from the initial bootstrapping process through venture-capital financing and provides valuable advice on how to sell a technology company profitably--even in a challenging economic environment. Every chapter presents solutions to real world issues that could otherwise have fatal consequences for a tech venture. Aspiring tech entrepreneurs will learn to: Set up shop: build the team, assemble necessary startup assets (including technology and intellectual property), get legal and financial affairs in order Secure capital: ask for money, nail the term sheet, ask for more money Get out: know when to sell, who to sell to, and how to make it a happy exit for all stakeholders, including the employees. Written with deep insight, refreshing candor, and a dash of humor, this comprehensive guide to the often harsh realities of startup life is indispensable for entrepreneurs at any stage. Praise for the Tech Entrepreneur's Survival Guide: "A genuine narrative from...



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