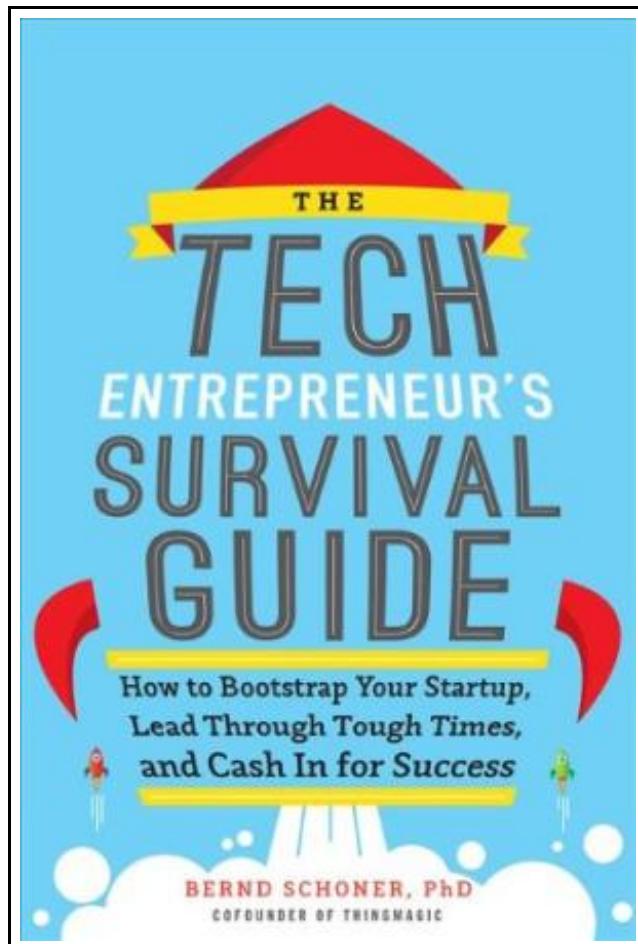


## The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash in for Success



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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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