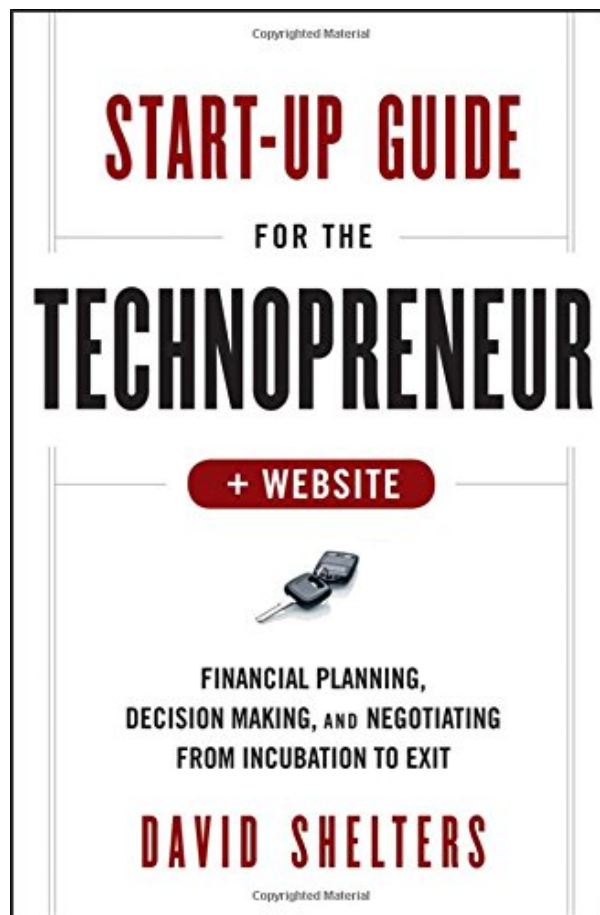


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PLANNING, DECISION MAKING AND
NEGOTIATING FROM INCUBATION TO
EXIT BY DAVID SHE**



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Nobody understands this better than author David Shelters. With over fifteen years of entrepreneurial experience as a founder, cofounder, or financial advisor to numerous tech start-ups in both the United States and Asia, he's gained valuable insights into this endeavor. And now, with Start-Up Guide for the Technopreneur, he shares them with you.

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A comprehensive guide to financial planning and venture fundraising for tech entrepreneurs

As technology progresses, impacting our daily lives in more and greater ways, technology start-ups come and go at a dizzying pace. There are plenty of opportunities out there for anyone with a great idea, but it takes much more than a great idea to make your tech start-up a success. In addition to creativity and new ideas, being a successful tech entrepreneur requires strategic decision-making in terms of business planning, financial planning, negotiations, and corporate governance.

This book serves as a thought-provoking guide that helps tech entrepreneurs avoid the dangers inherent in business start-ups in general and the treacherous realm of venture capital in particular. This book is the ideal reference for anyone who wants to overcome the challenges of running a start-up from incubation to exit.

- Excellent advice for tech entrepreneurs written in layman's terms
- Written by an author with more than fifteen years of experience as a founder and co-founder of tech start-ups in the U.S. and Asia
- Designed to fill the role of an experienced mentor for tech entrepreneurs

For first-time founders of tech start-ups requiring venture capital, Start-Up Guide for the Technopreneur is the perfect resource.

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- Binding: Hardcover
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Features

- Used Book in Good Condition

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Most helpful customer reviews

2 of 2 people found the following review helpful.

Very Detailed and Lots of Useful Information

By David Tanaka

Lots of detailed and useful information. I like the candid remarks about vultures that are constantly lurking to take over small businesses. Lots of useful warnings about how to find the right funding without getting into a pickle.

0 of 1 people found the following review helpful.

Five Stars

By Sara

Very good read.

3 of 3 people found the following review helpful.

Extremely well-written

By A dad

I would rather suggest that a start-up entrepreneur read this book than three or four other books. The author has made his content concise and complete. He explains why one must do certain things at the same time as telling how to do these things. This makes the tasks meaningful and it is not an easy thing for an author to accomplish.

There is a lot of discussion in the book about how to go about accepting capital from investors. I think this is the strongest attribute of the book. After all, for those entrepreneurs that can set up a viable company, the payoff comes in getting capital with which to employ.

The attitude of the book struck me as particularly mature. There is no need to be tricky or ruthless in dealing with others. Integrity and reputation matter too much. The author conveys this sensibility throughout the book.

Get the book if you're able to put other people's money to productive work in new ventures. I believe the book will prove worthwhile.

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