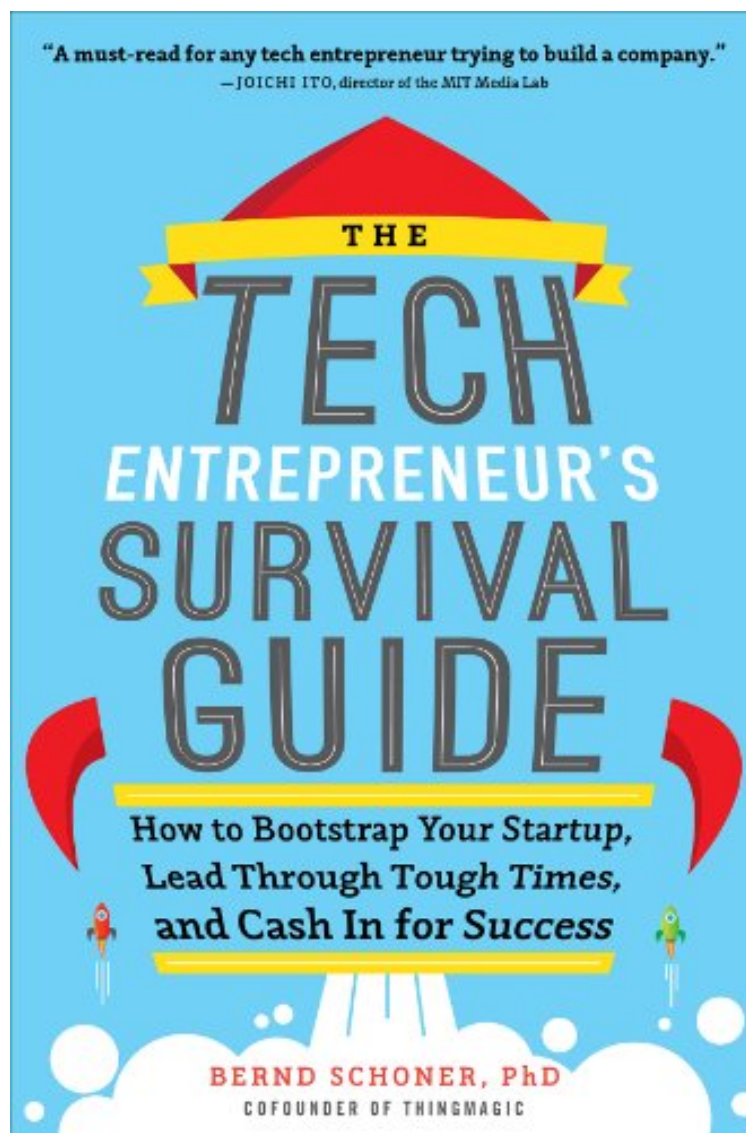


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The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash In for Success: How to Bootstrap Your Startup, ... and Cash In for Success (Business Books)

Bernd Schoner

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised *The Tech Entrepreneur's Survival Guide: How to Bootstrap Your Startup, Lead Through Tough Times, and Cash In for Success: How to Bootstrap Your Startup, ... and Cash In for Success (Business Books)*:

0 of 0 people found the following review helpful. A Wise and Seasoned Guide to Doing Startups By John B. Montgomery If you are looking for a wise and fun guide to surviving in a startup, look no further than *The Tech Entrepreneur's Survival Guide*. Bernd Schoner hooks you with his sense of humor and humility in the first paragraph of chapter 1 where he describes why he and his mates from MIT graduate school started their company, ThinkMagic, which they ultimately sold to Trimble Navigation.. "Unlike most successful entrepreneurs who leave school to found a company, we founded a company because we had to leave school." There are so many great books available about how to do startups that it is almost impossible to come up with new material and novel and useful ideas. I have advised startups in Silicon Valley for more than thirty years, and have read many great books about entrepreneurship and was delighted to find so much new advice offered from a fresh perspective. For example, the author does an excellent job translating the complex legalese of venture capital financing practices into plain English that any entrepreneur can understand. The chapter on compensation is equally good. All of the key insights are presented clearly with summaries of the key points at the end of the chapters. Mr. Schoner has a clear and confident writer's voice that is refreshingly free of ego. The best thing about this book is that Mr. Schoner feels like an ordinary person who built a successful startup. If you are a first time entrepreneur looking for guidance through the startup process, this is a great book for you. Mr. Schoner shares the wisdom of his journey with you in an accessible way that will make you feel like you can build a successful startup, too. 0 of 0 people found the following review helpful. Excellent book for founders who want to commercialize their equipment By Frances Wells Excellent book for founders who want to commercialize their equipment. So many start-up books are focused on software developers. This one has solid advice and explanations for non-MBA technical people. It is also a good read and quite entertaining. Well done, Mr. Schoner, and thank you. 1 of 1 people found the following review helpful. An honest, knowledgeable and engaging A to Z guide to starting, managing and selling a tech startup By Phil Buckley The best business books are written by authors who have learned from experience. This is true of Bernd Schoner, who has written a comprehensive and practical guide to starting, managing and selling a tech start up. His experience comes from being the co-founder and VP Business Development at ThingMagic, recognized as a top RFID innovator by The World Economic Forum, Red Herring and the Boston Globe. Reading *The Tech Entrepreneur's Survival Guide* is like a conversation with a friend of a friend, who is honoring a favor to give you the inside ins and outs of the tech startup industry. Schoner provides experience-based recommendations in a clear and personable style. He is equally focused on sharing his victories and mistakes. As the author says, "I'm sharing that experience in the hope of helping high-tech entrepreneurs get through their own difficulties with the fewest scars as possible." The book is organized in three sections: bootstrapping (startup), early funding and exit. Each one covers key considerations and decisions that need to be made to be successful. Throughout these sections, the author brings his points to life through examples from ThingMagic. The stories are as interesting as they are helpful. *The Tech Entrepreneur's Survival Guide* weaves how-to, strategy development, and personal advice into a complete, practical resource for anyone thinking of, or currently involved in, a tech start up. Get this essential guide and increase your chance of profitable survival. You will avoid the scars to prove it.

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 realworld 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 the field, with battle scars and self-reflection. Reading this book will help you avoid many pitfalls." -- Nicholas Negroponte, professor at the Massachusetts Institute of Technology Media Lab "There's a lot of great insights and practical advice for the entrepreneur in this book, stuff you normally won't read or hear unless you buy some hard-bitten company founder a few drinks. If you are launching a technology startup,

reading this book is the thing you should do first." -- Mark Roberti, founder and editor in chief of RFID Journal "I wish I had read Bernd's book when we founded The Echo Nest. Bernd touches on all the major issues in the initial formation stages of a tech company and many of the problems that come up when the company matures. If you are thinking of founding your own tech startup, read this book first." -- Tristan Jehan, cofounder of The Echo Nest "A visceral, behind-the-scenes guide to technology entrepreneurship. Bernd tells it like it is and presents a universe of solutions to tricky startup situations that can significantly improve the odds of success. Indispensable." -- Larry Begley, cofounder and managing director at .406 Ventures "The best-laid business plans never survive contact with reality. Bernd has provided a comprehensive guide to anticipating the unexpected in the life of a startup." -- Neil Gershenfeld, professor and director of the Massachusetts Institute of Technology Center for Bits and Atoms

About the Author BERND SCHONER worked in the Physics and Media Group and the Things-That-Think research consortium at the MIT Media Lab, where he received his PhD. He cofounded and sold the high-tech startup ThingMagic to Trimble Navigation, a multibillion-dollar public technology company, where he now serves as vice president of business development. He lives with his wife and son in New York City and Cambridge, Massachusetts.