



Start-Up Guide for the Technopreneur: Financial Planning, Decision Making and Negotiating from Incubation to Exit

David Shelters

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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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