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High Tech Start Up, Revised And Updated: The Complete Handbook For Creating Successful New High Tech Companies



Synopsis

This revised and updated edition of Nesheim's underground Silicon Valley bestseller incorporates twenty-three case studies of successful start-ups, including tables of wealth showing how much money founders and investors realized from each venture. The phenomenal success of the initial public offerings (IPOs) of many new internet companies obscures the fact that fewer than six out of 1 million business plans submitted to venture capital firms will ever reach the IPO stage. Many fail, according to start-up expert John Nesheim, because the entrepreneurs did not have access to the invaluable lessons that come from studying the real-world venture experiences of successful companies. Now they do. Acclaimed by entrepreneurs the world over, this practical handbook is filled with hard-to-find information and guidance covering every key phase of a start-up, from idea to IPO: how to create a winning business plan, how to value the firm, how venture capitalists work, how they make their money, where to find alternative sources of funding, how to select a good lawyer, and how to protect intellectual property. Nesheim aims to improve the odds of success for first-time high-tech entrepreneurs, and offers an insider's perspective from firsthand experience on one of the toughest challenges they face -- convincing venture capitalists or investment banks to provide financing. This complete, classic reference tool is essential reading for first-time high-tech entrepreneurs, and entrepreneurs already involved in a start-up who want to increase their chances of success to rise to the top.

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Customer Reviews

You've got a hot idea for a new dot-com, and you're itching to join the folks who regularly show up on CNBC and at the Lexus dealerships in Silicon Valley. But you also know your odds of big-time success are about as long as Bill Gates's position in MSFT. What do you do? John Nesheim, an adjunct professor at Cornell's Johnson Graduate School of Management, who has personally structured over \$300 million in new-venture deals, lays out the step-by-step skinny in *High Tech Startup*. Incorporating some two dozen case studies spanning the technology spectrum, he presents info specific to this industry that will help you get from concept to IPO. It begins with a 14-phase schedule itemizing time requirements, necessary assistance, typical participants, major costs, main risks, and desired results for each step. It then details all the critical stages (i.e., forming the company, preparing the business plan, assembling the team, dealing with venture capitalists and other funding sources). Nesheim focuses on practical strategies that should certainly improve your chances, but don't start prepping for that on-air interview with Mark Haines just yet: Only six out of 1 million high-tech ideas, he notes, ever become successful companies that go public.

--Howard Rothman

Chih-Chao Lam founder, Acknowledge and ShoppingList.com This is the book I wish I'd taken to heart in my first start-up. ShoppingList.com is all the more well-grounded for my having read *High Tech Start UP*.Ken Tidwell Vice President, Engineering, Clip2.com Next best thing after the founders to have at the kitchen table.Thomas M. Uhlman President, New Ventures Group, Lucent Technologies Required reading for the next generation of corporate venture capitalists.Donald T. Valentine General Partner, Sequoia Capital A must-read for all Internet era entrepreneurs.Mario Rosati Partner, Wilson Sonsini Goodrich & Rosati Great book for high-tech entrepreneurs.George Gilder Gilder Group, author of *Telecosm* Super book by the start-up guru of Silicon Valley.John C. Dean Chairman and CEO, Silicon Valley Bank From idea to IPO, Nesheim provides a virtual road map to start-up success.David Ben Daniel Professor of Entrepreneurship, Cornell University An invaluable, practical guide for high-tech entrepreneurs.Chong Huai Seng Publisher, *Asian Entrepreneur* A must-read for entrepreneurs, angels, and venture firms seeking the best practices.

This book was recommended by a professor during my EMBA program at JHU Carey Business School. I think it's a well written book that should be recommended to entrepreneurs. It is very well structured and has a lot of insight into starting out

The book is slightly dated and was published at the height of the tech bubble, but don't let that

detract you from picking it up - 'High Tech Startup' has volumes of invaluable advice. John Nesheim covers the entire lifespan of a startup: from finding an attorney to start the company, to picking an investment banker to do an IPO. Of course, the scope of the work also limits the amount of information, but it gives you enough to find what you're missing and to continue your research. The case studies and suggestions from seasoned CEO's were especially useful - experience is cheapest second hand, and there is plenty of it in this book. 'High Tech Startup' is a business course I should have taken years ago (and most school don't offer), highly recommended.

Thinking about starting a company? Read this book to find out what it really takes to create a successful high-tech company. This book covers just about every detail and sacrifice you will need to make. A lot of techies aspiring to be the next Bill Gates thought they could start a company based upon the merits of their idea alone, but the facts are it takes a lot more than a good idea to create a successful high tech company. The book outlines the whole process from initial idea to IPO. The book tends to focus on the IPO-Venture model for startups, giving little ink to other methods. The only downside of this book is it was written during the height of the .CON boom, so don't expect to find the magic formula for developing a startup in today's business climate. The information dealing for personnel, legal, IP, and getting VC funding is worth the cover price alone. Overall, this is an extremely informative book and a must read for anyone thinking about starting a company or joining a startup.

Just re-read the book again after 25 years - still very much current

It's true that this book is dated. It was written in 1992, and covers NOTHING after 1991, except for thinly disguised attempts to make the book appear more recent- the copyright is 1997, and there are new pages added with info on Yahoo and Netscape. That said, even if there was another good book on this subject out there, published in 1999, I would still recommend this book. The reason is simple. The information it contains is too important to miss. The book is very well-researched and well-written. If the authors did come out with a second edition that covered the 90s companies- in particular the dotcoms- I would still recommend buying this book, unless the second edition includes (or a meaningful comparison with) the information contained in this book, to put things in perspective. While looking at the valuations of dotcoms would be very interesting and useful, I believe you'll get a skewed picture unless you also have the pre-dotcom era data, to give you a realistic expectation of the potential of your own company.

Its an old book but has information I recommend people should know. However, not everything in this book should be taken into consideration.

Fast delivery, product as described

I originally bought this for a class, but I loved the material covered in it. After the class was over, I went back and read the sections that we skipped over.

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