

“A must-read for any tech entrepreneur trying to build a company.”

—JOICHI ITO, director of the MIT Media Lab



THE

TECH

ENTREPRENEUR'S

SURVIVAL

GUIDE



**How to Bootstrap Your Startup,
Lead Through Tough Times,
and Cash In for Success**



BERND SCHONER, PhD
COFOUNDER OF THINGMAGIC

PRAISE FOR BERND SCHONER AND *THE TECH ENTREPRENEUR'S SURVIVAL GUIDE*

“In classic Media Lab ‘Practice over Theory’ style, Bernd provides a very practical and useful guide to technology entrepreneurs based on experience. A must-read for any tech entrepreneur trying to build a company.”

—JOICHI ITO, director of the Massachusetts
Institute of Technology Media Lab

“Bernd is an insightful entrepreneur behind one of the great Kendall Square startups. I followed his story from beginning to end from the outside, while it was actually happening. What a delight to be able to hear the full story from the inside.

“A must for any budding entrepreneur. It explains every aspect of the startup process, from knowing when you’ve got the right idea to surviving within a large corporation after you’ve sold your startup—and everything in between.”

—TIM ROWE, founder and CEO of the
Cambridge Innovations Center

“With humor and the wisdom of experience, Bernd brilliantly captures the essentials of building, funding, and exiting a tech company. Whatever the problem, *The Tech Entrepreneur’s Survival Guide* offers a straightforward and lucid solution to the startup dilemma.”

—HANS-MICHAEL HAUSER, managing director at
the Boston Consulting Group

“A crucial and wise guide for anyone considering a journey through startup land, with clear lessons for the budding entrepreneur.”

—SANJAY SARMA, professor of mechanical
engineering and director of digital learning
at the Massachusetts Institute of Technology

“One of the most useful books on entrepreneurship I have read. Bernd’s subtle sense of humor makes it an entertaining read from start to finish.”

—STEFAN GOETZ, managing director at
Hellman & Friedman Private Equity

“Bernd provides entrepreneurial guidance as a tech founder who has experienced the worst and the best of startup life. His advice is grounded in real drama, which makes the book a valuable guide as well as a fun read.”

—JENS WÜSTEMANN, president of
the Mannheim Business School
and professor at the University of Mannheim

“Bernd provides a fresh perspective, original insight, and innovative workarounds that are new even to a veteran startup and venture capital attorney like myself. Highly useful—and highly entertaining!”

—JONATHAN GWOREK, partner at
Morse, Barnes-Brown & Pendleton PC

“A must-read for aspiring high-tech entrepreneurs. It provides practical details on all aspects of building a company, especially for situations where things do not quite work out as planned. The spot-on advice, delivered with a smattering of humor, is invaluable.”

—THOMAS A. WEBER, professor of operations,
economics, and strategy at the Management
of Technology and Entrepreneurship Institute,
Swiss Federal Institute of Technology

“Bernd provides broadly applicable lessons on how to make a tech startup successful. He does away with the cliché of the infallible tech genius and entrepreneur and presents a more realistic approach to entrepreneurship.”

—ELGAR FLEISCH, professor at ETH Zurich and
the University of St. Gallen

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