



# Successful Online Start-Ups For Dummies

*Stefan Korn*

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**Successful Online Start-Ups For Dummies** Stefan Korn

**The how-to guide to starting, funding, running, and exiting a successful online business in less than three months**

Getting a thriving online enterprise up and running takes more than just a good idea. It involves building a website, developing it into a viable business, maintaining cash flow, hiring a staff, and much more. The task can seem daunting, but *Successful Online Start-Ups For Dummies* is here to help, showing prospective entrepreneurs how to develop a sound business plan, set up a proper company structure, and attract investment/funding in less than three months.

Many entrepreneurs have a great idea and the technical know-how to get a website up and running, but forget that it's a business that requires capital, management and continual growth. *Successful Online Start-Ups For Dummies* teaches new start-ups how to get "investment ready" and attract the right backers in a very competitive market, giving readers the specific know-how to keep their business running—or how to turn it over quickly and profitably so they can move onto their next start-up or retire.

- Gives budding entrepreneurs everything they need to build and sell a profitable online business
- Topics covered include "bootstrapping," common mistakes and missed opportunities at every step of the start-up business cycle, achieving rapid but sustainable growth, attracting the attention of investors and mentors, market validation, and much more
- Includes content specially tailored for readers in Australia and New Zealand, including details on all the major incubator events and start-up workshops in both countries

A great idea isn't enough to achieve real business success, making *Successful Online Start-Ups For Dummies* the potential difference between personal financial disaster and a comfortable early retirement.

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