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Altri autori (Persone)	RyanRob <1948->
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Nota di contenuto	Frontmatter -- Contents -- Foreword / BenDaniel, David J. -- Preface To The Cornell Paperbacks Edition -- Acknowledgments -- Introduction -- 1. Which Wanna-Be Are You? -- 2. Do The Dogs Like The Dog Food? -- 3. The Sunflower Model -- 4. The Keys To The Gold Mine -- 5. Peeing In The Wells -- 6. Sucking The Air Out Of The Room -- 7. So You've Got The Money, Now What? -- Epilogue: Companies That Make It -- Index
Sommario/riassunto	Building successful start-ups was never quite as easy as it seemed, and the changing economic climate has raised the stakes, reduced the margin of error. New entrepreneurs can't stumble into wealth on the power of half-formed ideas, or turn dreams into reality without doing a lot of homework. It's time to get smart. This book teaches would-be entrepreneurs the skills they need to get through the venture capital process with companies that will survive to grow and succeed. Rob Ryan, a pioneer in the high-tech industry, founded Ascend Communications in 1989, and throughout the nineties provided firms with the infrastructure they needed to keep up with the rapid growth of the Internet. At the beginning of 1999, Ascend was sold to Lucent for