

*'This book changed my life and helped me
found an international business that eventually sold
for many millions of pounds. If only I'd found it sooner!'*

JUSTIN GAYNER, FOUNDER, CHANNELFLIP

**BEST
SELLER**

THE BEERMAT ENTREPRENEUR

THIRD EDITION



**TURN YOUR GOOD IDEA
INTO A GREAT BUSINESS**

MIKE SOUTHON & CHRIS WEST

Praise for the previous editions



Mike and Chris understand with unusual clarity what drives a start-up.

SIR TIM SMIT, FOUNDER, THE EDEN PROJECT



Refreshing and very readable.

RICHARD DONKIN, FT



This book, for me, says it all. It should become standard reading for all employees, managers and founders of start-up businesses.

PROFESSOR SIR CHRISTOPHER EVANS, OBE, FOUNDER, CHIROSCIENCE AND MERLIN BIOSCIENCES



If I were to advise an aspiring company founder in any part of the world to read just one book, this would be it.

ROBERT I. SUTTON, PROFESSOR OF MANAGEMENT SCIENCE AT STANFORD ENGINEERING SCHOOL AND AUTHOR OF WEIRD IDEAS THAT WORK



I recommend this book to any aspiring entrepreneur.

SIR CHARLES DUNSTONE CVO, FOUNDER, CARPHONE WAREHOUSE



There was a lot of excellent advice and many useful tools which I'll be trying. I will also recommend it to our University commercialization

The Beermat Entrepreneur PDF eBook

Table of Contents

Front Cover
Half Title Page
Title Page
Copyright Page
Contents
About the authors
Foreword by Priya Lakhani OBE
Preface to the third edition
Once upon a time . . .
Chapter 1: Where do I fit in?
Chapter 2: The seedling enterprise
Chapter 3: The sapling enterprise
Chapter 4: The mighty oak
Appendix: The magic email
Further reading
The Princes Trust
Index
Back Cover