



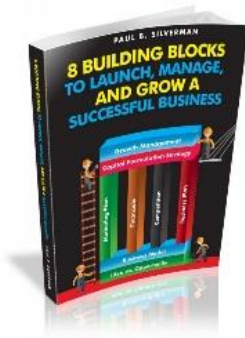
Updated: June 29, 2015

Book Blurb

8 Building Blocks To Launch, Manage, And Grow A Successful Business

Book Details:

The second book in the ***Worm on a Chopstick*** series provides the foundation for Entrepreneurial Management 2.0, a management discipline developed by the author. Entrepreneurial Management 2.0 is organized into 8 Building Blocks helping entrepreneurs improve management skills, attract funding, and grow their business.

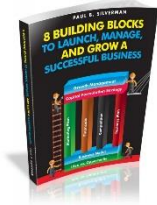


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Book Blurb:

The second book in the *Worm on a Chopstick* series, ***8 Building Blocks To Launch, Manage, And Grow A Successful Business***, provides the foundation for *Entrepreneurial Management 2.0*, a management discipline developed by the author helping entrepreneurs improve management skills, attract funding, and grow their business.

Think about two types of entrepreneurs, what the author calls a "Survivor" and a "Maybe Next Time" entrepreneur.

Despite having what seems like a great idea, maybe proprietary technology, real market need, enthusiasm, solid team, some funding, maybe a customer or two, SBA and other statistics show half of entrepreneurs will fail within 5 years.

These entrepreneurs pick up the pieces, and go into the bucket of what the author calls *Maybe Next Time* entrepreneurs.

The entrepreneurs' challenge: Survive the critical five-year milestone, press onward, and go into the bucket of *Survivor* entrepreneurs. More rewarding and a lot more fun than the *Maybe Next Time* entrepreneur bucket. And this book can help.

Starting a new venture really is the easy part- from business idea, business plan, resources, and launch- the skills can be learned. You can read SYOB books (the author's shorthand for start your own business books). A recent search on Amazon showed 9,003 "how to



start your own business" books and many are excellent. And they cover what the author defines as *Entrepreneurial Management 1.0* skills.

So with plenty of books out there, why kill trees for one more? The more relevant question is, ***despite all these resources, why do half of all new ventures fail after the critical five year milestone?***

The answer: To be in the *Survivor* entrepreneur bucket today, you need to know more- Entrepreneurial Management 1.0 skills are **just not good enough** to help you reach the *Survivor* entrepreneur bucket.

Today's market, technology, and competition challenges are tougher than ever and savvy investors know that. Markets, new technology, and new players emerge and are attacked by newer players using even newer technology. And these challenges are expanding exponentially.

Develop strategy management plans. Develop defensible business models. Execute capital formulation strategies. Understand how shifting markets, technology, competition impact the new ventures. Understand how to gauge market attractiveness using Five Forces models. Identify "crossing the chasm" strategies to create market scale. Analyze financials using economic and accounting metrics. Develop Key Performance Indicators ("KPI's"), Manage and communicate professionally. Dissect target markets.

These are not typical start your own business skills nor are they often found in SYOB books, but they should be. And entrepreneurs need to learn these new entrepreneurial management skills quickly, up-front. Time is of the essence as you burn through precious working capital, seek more funding, and head towards the five-year *Survivor* entrepreneur milestone.



So how do entrepreneurs learn these skills? We do teach SYOB entrepreneurship and advanced strategy management courses such as Capstone (which the author has taught 16 semesters at two leading universities). However most institutions really do not address the portfolio of entrepreneurial management skills needed to help entrepreneurs address today's challenges, meet the critical five year milestone, and be a *Survivor* entrepreneur.

By contrast, Fortune 500 companies evaluate, launch, manage, and grow new ventures and do all the above. The author has worked with many looking at strategic issues, identifying alliance and global strategies, understanding how new venture metrics impact overall ROI given 3 to 5,000 other products, and so on.

The author developed Entrepreneurial Management 2.0 to create a portfolio of new entrepreneurial management skills building upon traditional SYOB tools, management techniques used by Fortune 500 firms, and the author's experience to help launch, manage, and grow new ventures for both emerging and major firms in the U.S. and abroad.

Entrepreneurial Management 2.0 includes a structured portfolio of new entrepreneurial management skills organized into the following eight Building Blocks:

- ***Building Block 1: Idea vs. Opportunity:*** Do you have a Business Idea or a Real Business Opportunity?
- ***Building Block 2: Business Model:*** How Will You Create Value for You and Your Investors?
- ***Building Block 3: Marketing Plan:*** What Will You Sell To Whom, For How Much - How Will You "Cross The Chasm?"



- ***Building Block 4: Financials:*** What are Your Financial Projections?
- ***Building Block 5: Competition:*** Current, Future, Market Evolution, and Outlook?
- ***Building Block 6: Business Plan:*** What is Your Strategy to Create a Sustainable, High Growth Company?
- ***Building Block 7: Capital Formulation Strategy:*** What Are Your Funding Needs, Structure, and Timing?
- ***Building Block 8: Growth Management:*** How Do You Manage Your Company to Demonstrate Credibility and Scalable Growth Opportunities?

The book is organized into three sections:

Part I shares a perspective on launching, managing, and growing new entrepreneurial ventures.

Part II is organized into eight chapters, providing a review of each of the eight Building Blocks within Entrepreneurial Management 2.0.

Part III shares some final thoughts on launching, managing, and growing entrepreneurial ventures.

This book will be most helpful for the following readers:

- Entrepreneurs (or aspiring entrepreneurs) who want to learn new entrepreneurial management skills to launch, manage, finance, and grow a new venture and improve their chance of being a *Survivor* entrepreneur.
- Investors and bankers who want to learn about new business models, new capital formulation options such as crowdfunding,



and other entrepreneurial management tools to launch, manage, and grow entrepreneurial ventures.

- Directors and advisors who want to gain insight on the new entrepreneurial management skills used within their respective companies and competitors.
- Regional economic development staff who want to develop entrepreneurial management education and mentoring programs to drive regional economic growth.

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