



From Idea to Success: The Dartmouth Entrepreneurial Network Guide for Start-Ups

Gregg Fairbrothers, Tessa Winter

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Turn Your Great Idea into a Thriving Business!

“A guide that sets first-time entrepreneurs’ feet in the right direction.”

Geoffrey Moore, author, *Crossing the Chasm*

“There are many books on entrepreneurship, but this is one of the few that will convert individuals to entrepreneurs.”

Desh Deshpande, founder, Deshpande Center for Technological Innovation, MIT; chairman, A123 Systems; cochair, National Council for Innovation and Entrepreneurship

About the Book:

Are you among the many Americans who dream of starting a business but think you don’t know how? Help has arrived . . .

For generations, Dartmouth College and the Tuck School of Business have influenced and driven global entrepreneurship. Dartmouth firsts include the world petroleum industry, technological breakthroughs like artificial intelligence and BASIC computer language, as well as popular products, such as the Nerf football and the game Cranium.

Today a key resource for the Dartmouth Community is the Dartmouth Entrepreneurial Network (DEN), which helps anyone from undergraduates to faculty to alumni get their ideas off the ground and into the marketplace.

In *From Idea to Success*, entrepreneur, professor, and DEN founder Gregg Fairbrothers takes you step by step through the DEN approach, showing you how to apply the same principles to make your vision a reality. If you have an idea—*any* idea—from major technology innovations, to consumer products or services, to social enterprises, *From Idea to Success* shows you how to bring it to fruition.

This A to Z guide based on the startup experiences of literally hundreds of entrepreneurs makes the process simple as possible by breaking it down into three distinct parts:

Step 1: Focusing and Refining Your Idea

Define your goals, pinpoint your market, protect your idea, manage the risks in your undertaking

Step 2: Business Planning Best Practices Create a business plan, build your team, learn about the competition, raise finances, get the important legal issues right the first time

Step 3: Managing Your Company Build your negotiating, selling, and decision-making skills; manage your finances; correct your course; manage the transition to a healthy, growing business

Building a vibrant company based on your own creativity and hard work is one of the most fulfilling human

enterprises there is. With this book and your own experience you can think and act like a successful entrepreneur from the very start.



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