



# From Science to Startup: The Inside Track of Technology Entrepreneurship

*Anil Sethi*

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# From Science to Startup: The Inside Track of Technology Entrepreneurship

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## **From Science to Startup: The Inside Track of Technology Entrepreneurship** Anil Sethi

This book charts the experiences, pitfalls and knowledge behind leading scientific ideas to successful startups. Written by one of Switzerland's top serial entrepreneurs, this book is a must-read for scientists and academicians who want to see their idea turn into a product and change the market. It is also pertinent for finance and business professionals who aspire to become technology entrepreneurs. Starting with personal qualities of an entrepreneur, Anil Sethi discusses successful ideas, technology evaluation, team formation, patents and investor expectations. To guide the entrepreneur, this book also analyzes deal closing, equity conversion and ideal exit strategies to follow. Ultimately Anil Sethi reveals the 'inside track' which helps understand what drives entrepreneurs and what they wouldn't admit.

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