

(Ebook pdf) 48-Hour Start-up: From idea to launch in 1 weekend

## 48-Hour Start-up: From idea to launch in 1 weekend

*Fraser Doherty MBE*

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#70711 in eBooks 2016-08-25 2016-08-25 File Name: B01D877H8Y | File size: 79.Mb

**Fraser Doherty MBE : 48-Hour Start-up: From idea to launch in 1 weekend** before purchasing it in order to gauge whether or not it would be worth my time, and all praised 48-Hour Start-up: From idea to launch in 1 weekend:

0 of 0 people found the following review helpful. 48 Hour Startup Review By Wayne Wishnosky Very informative and easy reading. Links to all of the references and outsourcers he talks about. He will get you and your ideas thinking outside the box to find your customers and your markets. Fresh insights from someone who has been there AND DONE IT! 9 of 9 people found the following review helpful. Inspiration and guidance By IlanaWDU Useful tips aimed

particularly to the middle to advanced entrepreneurs. Based on the author's extensive experience in the field of innovative ideas, it offers a tight schedule for launching a start-up, from idea to outsourcing and final launch. My observation is that somehow the budget part is not particularly covered, although in most cases for a speed start-up launch the budget is what you should start with. Without enough money most of the fast-forward objectives cannot be achieved in such a short amount of time. However, there is enough guidance and personal stories for a successful implementation of an idea - whatever the domain of activity - into project. Cultivating the 'wantrepreneurs' spirit it is also an inspiring book, just in case you are stuck in a project or idea. Disclaimer: Book offered by the publisher in exchange of an honest review  
0 of 2 people found the following review helpful. Four Stars  
By Philip S. Mehall  
Good idea generator guide

Fraser Doherty's 48-Hour Start-Up is your handy and essential cheat sheet to starting your own business giving the key steps for developing an idea and getting it to market quickly. Almost everyone dreams of starting their own business but very few do. But what if it only had to be a decision of a weekend and it didn't cost a fortune? In 48-Hour Start-Up, Fraser Doherty uses his experience building a multi-million-dollar company to attempt an experiment; starting with a blank piece of paper, he sets out to start a profitable new business over a weekend, without relying on any technical ability whatsoever. He succeeds and you can, too. By following his journey, in which Fraser shares all of his lessons and mistakes, he will explain all of the shortcuts and online tools that make it possible to:

- Come up with a business idea without the guesswork
- Create a kick-ass brand, website and on-line marketing campaign
- Promote your product

48-Hour Start-Up pioneers the idea of a microbusiness, a creative outlet, income stream and business you can run in your spare time at the weekends without having to quit the day job. This book is perfect for:

- Young entrepreneurs
- Students learning about start-ups
- Established entrepreneurs looking for shortcuts
- Teams within corporates who want to create a more innovative and competitive environment

'Fraser's approach to starting a business can help anyone get their ideas off the ground.'  
Jerry Greenfield, co-founder of Ben Jerry's  
Fraser is an exciting young entrepreneur with an amazing story  
Duncan Bannatyne  
About the Author  
Fraser Doherty, named one of the '30 under 30' entrepreneurs in the world by Inc. magazine, is one of the most successful young entrepreneurs in the UK today. His company SuperJam is a global success selling millions of jars a year. He was commended by the Queen for services to business last year. He runs free tea parties for the elderly. He is co-founder of Beer52 (with sales over 3m). He regularly lectures about entrepreneurship at universities around the world.