

## What readers have said about *Start For Success*

"Where was this book when I needed it?! When I started my first company this book would have been invaluable. It is packed with practical advice that I had to learn through trial and error. A lot of time wasted. I am going to bulk buy and hand out to any new entrepreneurs on my mentorship program."

**Rachel Watkyn. Founder, Tiny Box Company**

"This book reveals what it is really like – and what it really takes – to create and grow a successful start-up. Practical, jargon-free and easy to digest. It's a fascinating read with actionable tips you can use on your business. I wish I had this book when I started out on my entrepreneurial journey 25 years ago!"

**Steve Bolton. Founder & Group CEO , Bolt Partners**

"There are many books written about starting and growing a business, so what makes this one different?

Here, Jan has really broken the wider subject down into focussed areas on specific topics in a way that is very readable. So, whether you read it cover-to-cover or dip in when you need some direction, you'll find good advice illustrated with real-life, relatable stories. This book sweeps away the mystery and enigma surrounding entrepreneurship and replaces it with practical guidance and insights."

**Duane Jackson. Serial entrepreneur**

"Jan Cavelle has pulled together the most comprehensive, practical 'how to' guide for founders... Every founder will find something useful in it."

**Ben Legg. Co-founder, Portfolio Collective**

"A cornucopia of relatable founder stories, heart-warmingly narrated and sprinkled with pragmatic guidance and peer-to-peer advice on all the most important entrepreneurial experiences – the good and the bad. Dip in and out, or consume it all in one go, this is an easy, supportive and uplifting read that is very relevant in these times."

**Merlie Calvert. Founder, Farillio Limited**

"What I loved about Start for Success was the practical application of stories to clarify actionable lessons. Like case studies in law school, the author uses real entrepreneurs to demonstrate what it takes to launch a successful start-up. The lessons described reflected my own experiences as an entrepreneur, as well as many I wish I had learned before I launched Papa & Barkley!"

**Adam D. Grossman. Founder, Papa & Barkley**

"Why do some products sky-rocket while others fail? What habits make people successful and what drown them? How to survive and develop in the start-up period of a company? Jan Cavelle answers these and many other questions and sheds light on why you should continue and push through to your dream. The more you read the more you get excited, as you will learn a lot from it."

**Lily Li. Founder, Hygea app**

"This book is probably the most honest, straightforward entrepreneurship book I have ever read."

**João Fernandes. Founder, BuzzStreets**

"These pages remind us that start-up success doesn't happen overnight. Cavelle's collection of founder-stories from all over the world live-out the strikingly relatable challenges and joys of starting a business. An inspiring and comforting reminder that 'big things' come in time and sometimes to start, it's all about finding a way to keep the lights on and make enough room for the next step."

**Nicholas Schooling. Co-Founder, Local Knowledge Travel**

"Compelling stories and practical lesson make Start for Success a great read for entrepreneurs at any stage. The key business knowledge combined with people's real stories makes it easy to understand and later apply the concepts. A must have book for anyone thinking of starting a business or who's already started."

**Karla Garza. Director, Key Coworking**

"This book reminds us, story-by-story, that we are all entrepreneurs. Many times, our passion to create remains locked in dreams as opposed to reality and this thoughtfully curated compilation of real-life experiences by Cavelle facilitates a deep understanding of the shared challenges and fear that exist for founders everywhere. A must-read for any entrepreneur; "Start for Success" lights the spark of confidence needed to cross the line of fear, and step into an adventurous world of business possibilities that could benefit generations of the future.

By demonstrating the grit, determination, focus and hard work it has taken successful founders to get to get to where they want to be, "Start for Success" touches on a multitude of useful everyday tools to help new founders get ideas off the ground, and guide established business owners in building on success."

**Philip Dumont de Chassart. CEO, Balu Pecan & Chairman, Surrey Group**

"I would recommend that if you're thinking of starting a business the first step you need to take would be to read this book... A great read on the struggles and achievement that every business has from day to day."

**Niall Greenan. Founder, Greenan Products: The Smart Bunker**

"The book reminded me of my days as a SaaS founder and now as a start-up mentor. It's a comprehensive presentation by Jan Cavelle, covering every aspect of the business, and what can be expected. With every page turn, I felt like my experience had been succinctly documented to be shared with the world - which shows that despite our belief that our situations are unique, they are not dissimilar.

In addition to sparking a few new ideas, the stories I read from fellow founders made me rethink the way I approach mentorship and building my own business. From conception to initial public offering, this book provides a bird's eye view of what Founders can expect at every stage, and a few antidotes for good measure."

**Keshni Morar. Serial entrepreneur/mentor/investor, Investable Business**

"Start for Success is the book I wish I had when I was starting out on my journey. It would have saved me so much time, money, and energy with its wisdom."

There are so many great takeaways from this book that even a few years into my journey have helped me pivot my thinking into more successful ways of doing!!"

**Kylee Leota. Director & Chief Vision Officer, Elements 4 Success**

"Jan has a phenomenal grasp of the practical side of running and building a business. This book inspires and motivates while also hitting the rare practical advice that is easy to grasp and follow. I'm impressed."

**Stephanie Scheller. Founder, Grow Disrupt**

"The depth and breadth of knowledge represented in this book is surprisingly substantial. Extremely well researched, but reads lightly and quickly, as any essential book about business should. A must read for entrepreneurs that they'll actually be able to get through, with stories they'll instantly recognize and identify with."

**Hiram Skaggs. VP, FunAndMoving.com**