



Start, Grow, Sell

50 Tips for Entrepreneurial Greatness

Jürgen Ingels

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- Practical guidance from a successful start-up entrepreneur, who mines his own experience and expertise to help future entrepreneurs make sound decisions and face the inevitable challenges of running a company

Becoming a successful entrepreneur involves a lot of hard work and an ability to learn from mistakes. In this book, Jürgen Ingels shares what he has learned as a top start-up and scale-up entrepreneur. He offers 50 concrete, practical tips about how to take your company to the next level, from your business model to operations; from marketing and sales to human resources; and from the composition of your team to the financial structure of your organisation. With personal anecdotes, Jürgen shares his own story and his passion for entrepreneurship, and provides inspiration and guidance for entrepreneurs of the future.

Jürgen Ingels is the engine behind various start-ups and scale-ups. He is the founder of the SmartFin fund, which finances and supports growing companies, he was the driving force behind Clear2Pay, an entrepreneurial success story. He is the organiser of the tech festival SuperNova and The Big Score, a start-up event. He has appeared on the TV program "*Leeuwenkuil*" (the Belgian version of the British TV show "*Dragons Den*", or "*Shark Tank*" in the USA).