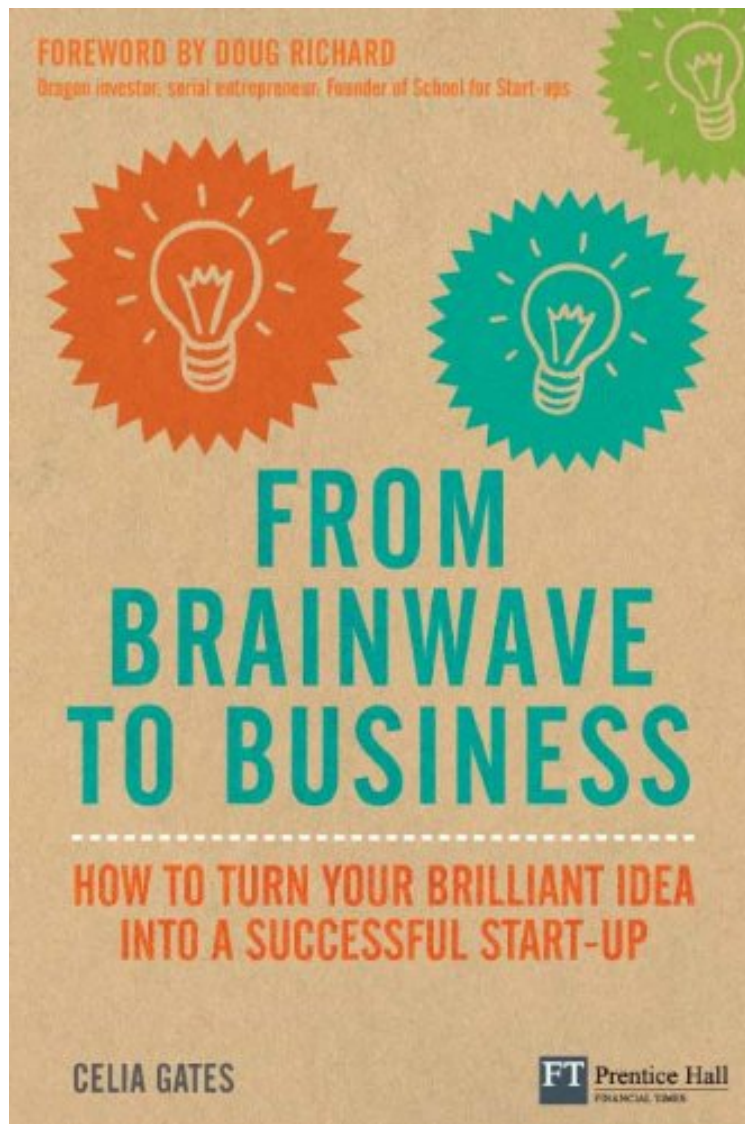


(Get free) From Brainwave to Business: How to Turn Your Brilliant Idea into a Successful Start-Up
(Financial Times Series)

From Brainwave to Business: How to Turn Your Brilliant Idea into a Successful Start-Up (Financial Times Series)

Celia Gates

*DOC | *audiobook | ebooks | Download PDF | ePub*



[Download](#)

[Read Online](#)

#2919188 in eBooks 2012-12-27 2012-12-27 File Name: B00A8N8IPI | File size: 54.Mb

Celia Gates : From Brainwave to Business: How to Turn Your Brilliant Idea into a Successful Start-Up (Financial Times Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised From Brainwave to Business: How to Turn Your Brilliant Idea into a Successful Start-Up (Financial Times Series):

Shortlisted for the CMI Management Book of the Year, Innovation and Entrepreneurship Category Award-winning entrepreneur, Celia Gates, shows you how to build a profitable business from your idea, from patenting and prototyping and marketing to sales. This book offers advice about business start-ups based on products as well as services. It takes you through prototyping and protecting your idea, in addition to covering all the areas you would usually find in a business start-up book, including raising finance, business planning, sales and marketing etc. Based on the author's own experience, it gives a realistic and honest understanding of the perils of setting up a business, combining practical advice with stories from the front line. "If you are an Artist, Designer or Ideas Person looking to understand how a good idea can become a profitable business then this book will help you get off to a great start." Doug Richard, Dragon Investor, Founder of School for Start-ups "Compelling insight and fantastic advice from someone who has been there and done it. I'd suggest this book as a must read for all would-be inventors." Jamie Oliver, freelance journalist (Financial Times, Daily Telegraph)

From the Back Cover "Compelling insights and fantastic advice from someone who has been there and done it." Jamie Oliver, freelance journalist (Financial Times, Daily Telegraph) "... does a remarkable job in laying out the journey for creative people to follow and provides the knowledge to help turn brainwaves into successful businesses." Bola Olabisi, Founder CEO, Global Women Inventors Innovators Network (GWIIN) **HOW TO MAKE YOUR START-UP DREAM A REALITY** You have a great idea and are inspired to start up a business on the back of it. But what should you do first and what are the most important things to know and do to get your business off the ground? **From Brainwave to Business** is the book you need to get you moving and get you making money from your ideas. Wherever you are on your start-up journey, from creative brainstorming, to patenting and prototyping your ideas, to bringing them to market, this is your definitive guide to the actions you should take in order to be successful. For more information, plus templates and checklists to get you started, and the opportunity to sign up for a regular mailing list for readers, go to www.FromBrainwaveToBusiness.com What are you waiting for? Take your first steps to start-up success now. About the Author Celia Gates was the European female designer of the year in 2007, and is an ambassador for Enterprise UK. In 2007 the European community recognised my contribution to innovation and in the same year the Malaysian Innovation Design Society awarded me the MINDS Award for my contribution to renewable energy. She built her Doctor Cook business around an ingenious idea for ergonomic cooking pans.