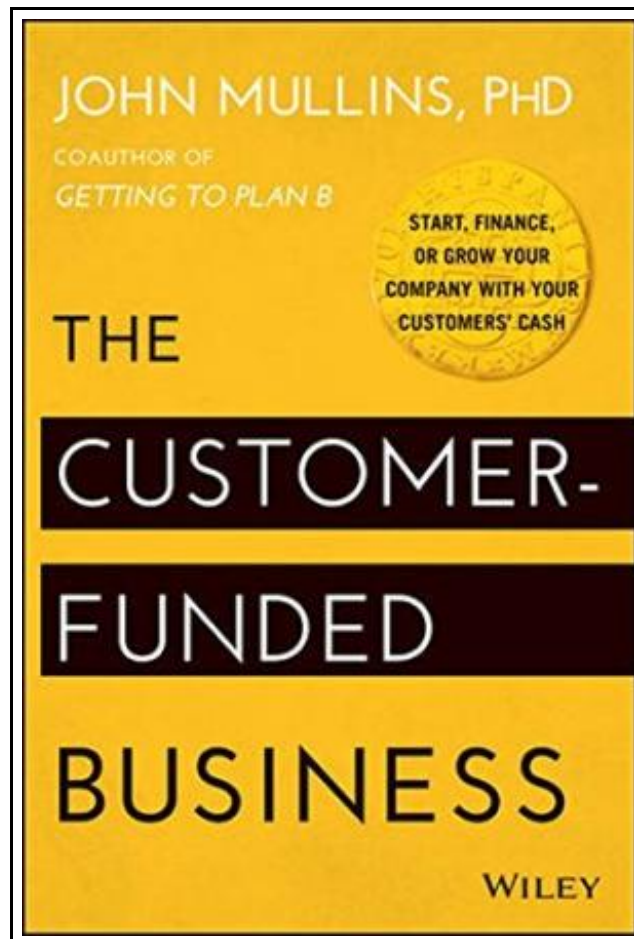


## The Customer-Funded Business: Start, Finance, or Grow Your Company with Your Customers' Cash



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## THE CUSTOMER-FUNDED BUSINESS: START, FINANCE, OR GROW YOUR COMPANY WITH YOUR CUSTOMERS' CASH

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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, The Customer-Funded Business: Start, Finance, or Grow Your Company with Your Customers' Cash, John Mullins, Who needs investors? More than two generations ago, the venture capital community - VCs, business angels, incubators and others - convinced the entrepreneurial world that writing business plans and raising venture capital constituted the twin centerpieces of entrepreneurial endeavor. They did so for good reasons: the sometimes astonishing returns they've delivered to their investors and the astonishingly large companies that their ecosystem has created. But the vast majority of fast-growing companies never take any venture capital. So where does the money come from to start and grow their companies? From a much more agreeable and hospitable source, their customers. That's exactly what Michael Dell, Bill Gates and Banana Republic's Mel and Patricia Ziegler did to get their companies up and running and turn them into iconic brands. In *The Customer Funded Business*, best-selling author John Mullins uncovers five novel approaches that scrappy and innovative 21st century entrepreneurs working in companies large and small have ingeniously adapted from their predecessors like Dell, Gates, and the Zieglers: \* Matchmaker models (Airbnb) \* Pay-in-advance models (Threadless) \* Subscription models (TutorVista) \* Scarcity models (Vente Privee) \* Service-to-product models (GoViral) Through the captivating stories of these and other inspiring companies from around the world, Mullins brings to life the five models and identifies the questions that angel or other investors will - and should! - ask of entrepreneurs or corporate innovators seeking to apply them. Drawing on in-depth interviews with entrepreneurs and investors who have actually put these models to use, Mullins goes on to address the key implementation issues that characterize each of the models: when to apply them, how best to apply them, and the pitfalls to watch out for. Whether...



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