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**Celebrated Entrepreneur Shares Play-by-Play Guide to Launching, Scaling, and Selling Startups**

Serial entrepreneur Shirish Nadkarni came to the U.S. as a teenager with $25 in his pocket. After graduating from Harvard Business School, he worked at Microsoft where he engineered the $400 million acquisition of Hotmail and launched MSN.com, the world’s leading web portal.

Striking out on his own in 1999 at the height of the dot-com boom, he founded TeamOn Systems, an early pioneer of mobile email that was later acquired by BlackBerry before becoming BlackBerry Internet Email servicing over 50 million users at its peak. After a family trip to Spain rife with language barrier snafus, Shirish launched the first social language learning app Livemocha and grew it to over 15 million members in 200 different countries before it was acquired by Rosetta Stone.

With over 25 years of driver seat experience, Shirish knows the back roads, main roads, and pot holes to avoid when starting a company and planning to profitably exit. His new book, ***From Startup to Exit: An Insider’s Guide to Launching and Scaling Your Tech Business*** (August 24, 2021, HarperCollins Leadership), shares his lived experience and insider knowledge, detailing the practical aspects of founding, funding, management, and selling. ***From Startup to Exit*** is the book he wishes was available to him when he first struck out on his own more than two decades ago. It will help readers:

1. **Understand every stage** of what tech startups must do to succeed, from ideation to IPO.
2. **Gain invaluable insights** from other successful tech founders that can be applied to your own situation.
3. **Learn how to raise millions** of dollars of funding from angels and VCs to give your company the fuel it needs to take off like a rocket.

Loaded with specific, actionable and practical advice, Shirish is available to discuss and/or write about:

* What makes a great startup idea?
* What are VCs looking for in a pitch?
* The ins and outs of the fundraising process
* How to sell your company or go public: the pros and cons of an IPO vs Direct Listing vs SPACs
* Why the best startup opportunities occur when your industry is undergoing a dramatic transformation
* How to develop a business model that extracts the most value for your business
* How to establish a company culture in a post-COVID world
* How to hire and fire effectively, from junior positions to the CEO
* Managing downturns: Why you should be flexible with customers and transparent with employees
* Inspiring startup stories: Icertis, Snowflake, OfferUp, Apptio, UlPath, and more

**Shirish Nadkarni**

Shirish Nadkarni is a serial entrepreneur with 25+ years of experience creating consumer businesses that have scaled to tens of millions of users worldwide. After starting his career at Microsoft where he engineered the acquisition of Hotmail, Shirish founded TeamOn Systems, a mobile wireless e-mail pioneer that was acquired by BlackBerry in 2002. The TeamOn technology served as the core foundation for Blackberry Internet E-mail, which had over 50 million users at its peak. After BlackBerry, he co-founded Livemocha, the world’s largest language learning site with 15+ million registered members. Livemocha pioneered the concept of social language learning and was later acquired by Rosetta Stone. Shirish is the Chair of the GoVertical Startup Creation Workshop, TiE Entrepreneur Institute and the Z5 Catalyst Funding Initiative at TiE Seattle, a global non-profit focused on fostering entrepreneurship.

**Connect with Shirish on** [**LinkedIn**](https://www.linkedin.com/in/shirishn/)**,** [**Twitter**](https://twitter.com/Shirishn) **and** [**www.shirishnadkarni.com**](http://www.shirishnadkarni.com)**.**

***FROM STARTUP TO EXIT* is available on** [**Amazon**](https://www.amazon.com/Startup-Exit-Insiders-Launching-Business/dp/1400225345) **and wherever books are sold.**

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