



Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business

Mikkel Svane

Download now

[Click here](#) if your download doesn't start automatically

Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business

Mikkel Svane

Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business Mikkel Svane

The real story of what it takes to risk it all and go for broke.

Conventional wisdom says most startups need to be in Silicon Valley, started by young engineers around a sexy new idea, and backed by VC funding. But as Mikkel Svane reveals in *Startupland*, the story of founding Zendesk was anything but conventional.

Founded in a Copenhagen loft by three thirty-something friends looking to break free from corporate doldrums, Zendesk Inc. is now one of the hottest enterprise software companies, still rapidly growing with customers in 150 countries. But its success was anything but predestined. With revealing stories both funny and frank, Mikkel shares how he and his friends bravely left secure jobs to start something on their own, how he almost went broke several times, how they picked up themselves and their families to travel across the world to California and the unknown, and how the three friends were miraculously still together for Zendesk's IPO and (still growing) success.

Much like Zendesk's mission itself—to remove friction, barriers, and mystery in order to make customer service easier and more approachable—*Startupland* removes some of the myths about startups and startup founders. Mikkel's advice, hard-won through experience, often bucks conventional wisdom and entrepreneurial tropes. He shares why failure (whether fast or slow) is awful, why a seemingly boring product or idea can be the most exciting, why giving back to the community is as important as the bottom line. From how to hire right (look for people who are not offended by swearing) to which personas generate the highest response rates, Mikkel answers the most pressing questions from the perspective of someone still in the trenches and willing to share the hard truth, warts and all.

While there are books by consultants who tell you how to build businesses, or by entrepreneurs now running billion-dollar businesses, there are few books from people still in the trenches who acutely remember the difficult daily decisions, the thrill (and fears) of the early days, the problems that scale with growing a business, and the reason why they all went on the adventure in the first place. *Startupland* is indispensable reading for all entrepreneurs who want to make their ideas the next big thing. The book will inspire and empower you to follow your own dream and create your own story.

 [Download Startupland: How Three Guys Risked Everything to T ...pdf](#)

 [Read Online Startupland: How Three Guys Risked Everything to ...pdf](#)

Download and Read Free Online Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business Mikkel Svane

From reader reviews:

Melinda Gregory:

The book Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business will bring you to the new experience of reading a new book. The author style to explain the idea is very unique. If you try to find new book to see, this book very suitable to you. The book Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business is much recommended to you to read. You can also get the e-book from your official web site, so you can easier to read the book.

Janna Lefevre:

People live in this new morning of lifestyle always make an effort to and must have the extra time or they will get lots of stress from both everyday life and work. So , if we ask do people have free time, we will say absolutely yes. People is human not just a robot. Then we request again, what kind of activity do you possess when the spare time coming to anyone of course your answer can unlimited right. Then ever try this one, reading ebooks. It can be your alternative in spending your spare time, the particular book you have read will be Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business.

Barbara Watson:

The book untitled Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business contain a lot of information on the item. The writer explains your ex idea with easy means. The language is very simple to implement all the people, so do not necessarily worry, you can easy to read that. The book was compiled by famous author. The author gives you in the new time of literary works. It is easy to read this book because you can keep reading your smart phone, or gadget, so you can read the book inside anywhere and anytime. If you want to buy the e-book, you can available their official web-site and order it. Have a nice examine.

Daniel White:

Reading a reserve make you to get more knowledge as a result. You can take knowledge and information from your book. Book is published or printed or outlined from each source which filled update of news. In this particular modern era like right now, many ways to get information are available for you actually. From media social including newspaper, magazines, science publication, encyclopedia, reference book, novel and comic. You can add your knowledge by that book. Isn't it time to spend your spare time to spread out your book? Or just searching for the Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business when you needed it?

Download and Read Online Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business Mikkel Svane #0QDWY2NE789

Read Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business by Mikkel Svane for online ebook

Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business by Mikkel Svane Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business by Mikkel Svane books to read online.

Online Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business by Mikkel Svane ebook PDF download

Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business by Mikkel Svane Doc

Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business by Mikkel Svane Mobipocket

Startupland: How Three Guys Risked Everything to Turn an Idea into a Global Business by Mikkel Svane EPub