



How They Started Digital

David Lester

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How did Twitter get so big? Which company's idea originated because the founder was forgetful? And which digital start-up's website was worth over \$1 billion dollars in just 16 months?

Discover what it is that make entrepreneurs succeed with these fascinating and inspirational profiles that reveal how an idea became a profitable digital business.

Whether you're simply fascinated by how digital businesses are started, or you're an aspiring entrepreneur who wants to find out how others have gone about starting their own business, *How They Started Digital* is for you.

The result is a book which has far more detail about how people turned ideas into digital startup businesses than any other book on the market, other than a specific biography all about one business. *How They Started* is the result of a substantial amount of research, involving extensive discussions with the founders of each digital business, and several times we include detailed information we had to work hard to persuade the founders to give us!

Based on a deep understanding of business and the questions that entrepreneurs ask gained from ten years running www.startups.co.uk, author and serial entrepreneur David Lester has ensured that there are good answers to these questions in the businesses profiled in *How They Started Digital*.

A jargon-free, easily readable series of stories of the greatest digital entrepreneurs of today, each business profile in *How They Started Digital* reveals:

- What that one important idea was
- How they chose their name
- Where the funding came from and how they got it
- How they overcame any obstacles to success

If you're fascinated by digital businesses or have ambitions to be the next James Caan, *How They Started* will give you inspiration and an insight into the business ingenuity of digital startups and entrepreneurs. Most of these businesses have revolutionised our commercial and social landscape. All of them started with just a really good idea.

Find out how that good idea turned into a great one.

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Jonathan Zahn:

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