



# Selling Your Technology Company for Maximum Value: A comprehensive guide for entrepreneurs

*Cook Rupert*

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Most technology entrepreneurs start companies and spend years of their lives building them with the goal of generating significant wealth through a successful sale. For many, the sale of their company is a one-off event for which they have little or no experience, but whose outcome can make the difference between true financial security and years of frustration and regret.

This book gives honest, practical advice for executives and shareholders of technology businesses on how to prepare their businesses and how to manage and optimise the sale process through to a successful completion for maximum value.

The author draws on his direct experience from a 20-year career in technology and corporate finance, but also on the experience of others in the industry - notably, corporate finance advisers and lawyers, corporate development professionals working at some of the most acquisitive large technology companies and entrepreneurs who have sold their businesses.

After every second chapter, there is a case study of a technology company that has been successfully sold, written from interviews with the key individuals involved. These give real-life experiences from diverse businesses, ranging from a pre-revenue company sold when its product was still in beta to a \$100m revenue company sold in its fourteenth year.

This is a practical guide that can be followed and consulted to give insight into every part of the sale process and to learn from others who have gone through it many times.



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