

# 48-HOUR START-UP: FROM IDEA TO LAUNCH IN 1 WEEKEND BY FRASER DOHERTY MBE



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'Fraser's approach to starting a business  
can help anyone get their ideas off the ground.'  
Jerry Greenfield, co-founder of Ben & Jerry's

# 48 HOUR START- UP

FROM IDEA  
TO LAUNCH  
IN 1 WEEKEND

FRASER DOHERTY MBE  
Founder of SuperJam and co-founder of Beer52

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## Review

'Fraser's approach to starting a business can help anyone get their ideas off the ground.'  
Jerry Greenfield, co-founder of Ben & Jerry's

'Fraser is an exciting young entrepreneur with an amazing story' Duncan Bannatyne

## About the Author

Fraser Doherty, named one of the '30 under 30' entrepreneurs in the world by Inc. magazine, is one of the most successful young entrepreneurs in the UK today. His company SuperJam is a global success selling millions of jars a year. He was commended by the Queen for 'services to business' last year. He runs free tea parties for the elderly. He is co-founder of Beer52 (with sales over 3m). He regularly lectures about entrepreneurship at universities around the world.

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Fraser Doherty's 48-Hour Start-Up is your handy and essential cheat sheet to starting your own business giving the key steps for developing an idea and getting it to market quickly.

Almost everyone dreams of starting their own business but very few do. But what if it only had to be a decision of a weekend and it didn't cost a fortune?

In 48-Hour Start-Up, Fraser Doherty uses his experience building a multi-million-dollar company to attempt an experiment; starting with a blank piece of paper, he sets out to start a profitable new business over a weekend, without relying on any technical ability whatsoever. He succeeds and you can, too.

By following his journey, in which Fraser shares all of his lessons and mistakes, he will explain all of the shortcuts and online tools that make it possible to:

- Come up with a business idea without the guesswork
- Create a kick-ass brand, website and on-line marketing campaign
- Promote your product

48-Hour Start-Up pioneers the idea of a microbusiness, a creative outlet, income stream and business you can run in your spare time at the weekends without having to quit the day job. This book is perfect for

- Young entrepreneurs
- Students learning about start-ups
- Established entrepreneurs looking for shortcuts
- Teams within corporates who want to create a more innovative and competitive environment

- Sales Rank: #1490436 in Books
- Brand: imusti
- Published on: 2016-08-25
- Released on: 2017-01-03
- Original language: English
- Number of items: 1
- Dimensions: 8.40" h x .70" w x 5.20" l, .84 pounds
- Binding: Paperback
- 224 pages

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- Harper Thorsons

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Inspiration and guidance

By IlanaWD

Useful tips aimed particularly to the middle to advanced entrepreneurs. Based on the author's extensive experience in the field of innovative ideas, it offers a tight schedule for launching a start-up, from idea to outsourcing and final launch. My observation is that somehow the budget part is not particularly covered, although in most cases for a speed start-up launch the budget is what you should start with. Without enough money most of the fast-forward objectives cannot be achieved in such a short amount of time. However, there is enough guidance and personal stories for a successful implementation of an idea - whatever the domain of activity - into project. Cultivating the 'wantrepreneurs' spirit it is also an inspiring book, just in case you are stuck in a project or idea.

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