

## The Next Step: A Guide to Dividing Equity (Volume 6)

Luni Libes



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Nine out of every ten startups will fail. Want to avoid their mistakes and become part of the 10% that succeed? THE NEXT STEP is the first series to take entrepreneurs step-by-step through the process from raw idea to operational startup. Each step includes a set of key questions designed to help you build a business plan and pitches for potential investors and customers. Book 6: A Guide to Dividing Equity covers the process of splitting equity with your co-founders and initial team members. This book is for anyone getting ready to launch a business with a team of two or more people. Every startup with more than one founder needs to have the difficult conversation of how to split up the initial pie of equity. Equal is almost always the wrong answer. Every other answer is harder to agree upon. This book explains a long set of factors that will help make this decision easier to bear for all participants. And it will explain how to protect all parties in case anyone leaves early, which happens far too often too. Whether you're a seasoned professional looking to make a change, a new college graduate with a big idea, or a small business owner in need of more structure, this must-read series from serial entrepreneur Luni Libes will help make your idea a profitable reality.

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