

*'Teaches entrepreneurs and business owners
how to avoid mistakes that many make.'*

START YOUR BUSINESS MAGAZINE

FIFTH EDITION

THE NEW BUSINESS ROAD TEST



What entrepreneurs and investors
should do *before* launching
a lean start-up

JOHN MULLINS

Reader and media praise for earlier editions

It is a great framework to distinguish between nutcase ideas and solid possibilities, and in some cases to turn the mad ideas into something that could work.

Max Aitken, serial entrepreneur

Teaches entrepreneurs and business owners how to avoid mistakes that many make.

Start Your Business magazine, June 2010

The New Business Road Test has been the most valuable piece of advisory material I have come across. Whatever else I recommend to my clients, owning and reading your excellent book is highest on the list.

Ian J R Wilson, Principal, Ian Wilson Associates, Edinburgh

We combine creativity/idea generation workshops with a feasibility analysis course – based on John Mullins' *The New Business Road Test* – and it's just wonderful for critical thinking, embracing ambiguity, encouraging fast failures, and mixing imagination with formal technique. Indeed, this is a capstone class for our Professional MBA. It's also a joy to teach, if rather chaotic at times, and the students adore it, too.

Professor Sarah Dodd, Hunter Centre for Entrepreneurship, University of Strathclyde

Some entrepreneurs might wonder why such a codified framework is needed to replace instinct and they won't find this book has a great deal to offer. But for most of those considering a new venture, thinking such as this offers a smart way to quickly assess what might and might not work.

Director magazine, July/August 2010

Provide[s] a reality check for anyone poised to jump into a new venture without thinking. Readers will enjoy discovering the nuggets of wisdom embedded in the case studies.

Financial Times, July 2003

We've never met but I love your book *The New Business Road Test* – I can honestly say it has done more for my businesses than 10 years of hard graft did.

Matthew Slight, Founder, Love Tea

I want to take this opportunity to express my appreciation and admiration for your approach to analysing new business opportunities using the seven domains you so eloquently describe in your book. While there have been a number of books written on this subject, it is rare when this subject is treated in such a practical manner.

Gerry Lemberg, Chairman, Silver Fox TeroVentures

New Business Road Test, The

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