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STARTUP LOTTERY

**Your Guide to Navigating
Risk and Reward**

by

Gus Bessalel

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Narrated by Gus Bessalel

Praise for *The Startup Lottery*

“THE STARTUP LOTTERY is a quick and enjoyable read for entrepreneurs, potential investors, and joiners alike! It is especially useful for people thinking about joining a startup. Over 25 percent of my students consider the startup path while at HBS, and ‘Employee’s Due Diligence Checklist’ will help them make well-informed decisions as they embark on their careers.”

– Kristen Fitzpatrick
Managing Director, Career and Professional Development
Harvard Business School

“THE STARTUP LOTTERY is the must-have read for anyone considering joining a startup or founding one without prior experience. With over three decades of experience in the startup world and a Harvard MBA, Gus goes through everything from what questions you should ask before joining a start-up, how to evaluate an offer, to what an exit looks like.”

– Katharine Weymouth
Entrepreneur, Investor, Former Publisher
The Washington Post

“THE STARTUP LOTTERY offers core lessons for surviving and thriving in startup life. The insights in this book will help you evaluate opportunities, embrace change, and manage risk. It’s not enough to work hard. You need a good navigation system to reach your destination. *THE STARTUP LOTTERY* is the GPS for your startup career.”

– Stephen Kaufer
Co-Founder and former CEO, Tripadvisor

“*THE STARTUP LOTTERY* acts as a mentor-in-print, guiding readers through the labyrinth of startup dynamics. It fills crucial gaps in our understanding of equity and value, making it an indispensable resource for anyone eyeing the startup world. This concise guidebook is a must-read that promises repeated returns.”

– Jacob Stiglitz
Director, Georgetown University Venture Lab

“There are plenty of how-to guides for founders, but few resources address the much greater number of professionals who join the startups those founders create. *THE STARTUP LOTTERY* does this group a huge service, helping them make educated and informed choices by documenting the risks, rewards, adventures, and (sometimes) misadventures they can expect along the way.”

– Phillip Merrick, 6-time startup founder/CEO
Washington “Tech Titan” Deloitte Fast 500 Top 5 CEO

“As part of the team that has grown LinkedIn into the world’s most successful professional network, I have had the privilege of coaching and advising many young people contemplating start-up life. Going forward, for anyone considering such a move, my first piece of counsel will be ‘Read *THE STARTUP LOTTERY*.’”

– Ariel Eckstein
Vice President, Talent Solutions, LinkedIn

“Trek into the Amazon without a compass, a knife, and an experienced guide, and you may come out alive, but you probably won’t. *THE STARTUP LOTTERY* is the essential tool for your survival in the startup jungle. I encourage my entrepreneurship students at Penn to read this book before they even interview with a startup.”

– Adam Dakin, Partner, Dreamit Ventures
Entrepreneurship Course Instructor
University of Pennsylvania

“THE STARTUP LOTTERY provides a great framework for evaluating the risk of a startup combined with practical advice on whether a startup is right for you. Easy-to-follow explanations of complicated compensation topics with a healthy dollop of realism useful to counterbalance typical startup hype. An invaluable resource for anyone considering a role in a startup!”

– Ted Niedermayer, President of Fitch Solutions
Board member of the Tuck School of Business at Dartmouth

“THE STARTUP LOTTERY is an excellent book. I have never come across anything so useful for people looking at joining a startup. The book condenses a lifetime of learnings and wisdom, offering practical advice, demystification, and great frameworks for evaluating career options. I highly recommend this book to anyone considering working at a startup.”

– Alison Davis
Experienced public and private company board director
Venture capital investor in more than 800 early-stage companies