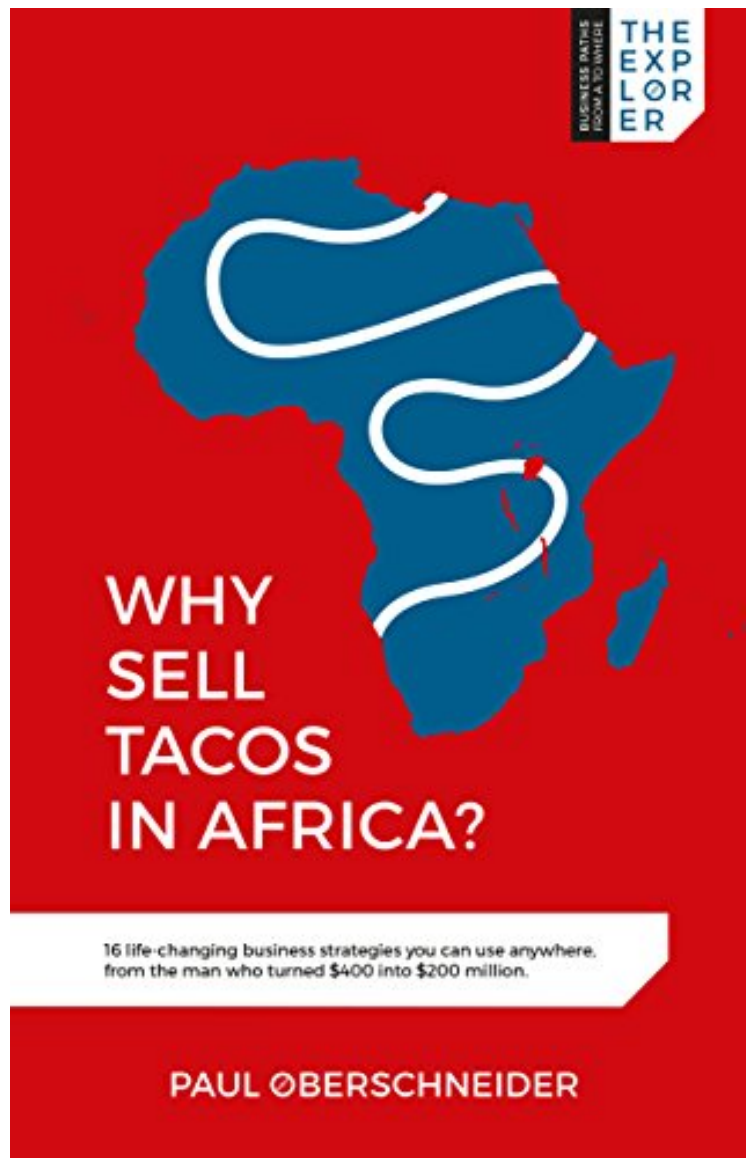


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Paul Oberschneider

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16 Start-Up Strategies for Entrepreneurs What is a self-made man or woman? Ever thought about it? Success is not a straight-line deal. There is no A-to-Z path, and there are no magic beans that will carry you upward overnight. Have you ever wondered how to start, scale up, build teams, and flourish in an uncontested market? I can tell you. I did it. In 1992, I landed in Estonia with \$400 in my pocket. There, I discovered a truth that changed my life and the way I conducted business: You can make a lot of money as an entrepreneur by moving decisively in blue-sky markets - markets where you face very little competition and the tide can carry you to riches. Over the next decade and a half, I built a portfolio of businesses worth \$200 million. Now, I want to share the paths that led me to success, passing on my knowledge to you. In Why Sell Tacos in Africa? I explain sixteen principles that allowed me to drive such tremendous growth. May you, too, find a blue-market and watch your business soar. You'll learn about my business ethics and my tips for successful real estate investment and real estate sales. www.pauloberschneider.com Business Start-Up, Entrepreneurship, Emerging Markets, Business Ethics, Real estate investments Real estate sales Investments Real Estate

From the Back Cover It's hard to find tacos in Africa. What is a self-made man or woman? Ever thought about it? Success is not a straight-line deal. There is no A-to-Z path, and there are no magic beans that will carry you upward overnight. Have you ever wondered how to start, scale up, build teams, and flourish in an uncontested market? I can tell you. I did it. In 1992, I landed in Estonia with \$400 in my pocket. There, I discovered a truth that changed my life and the way I conducted business: You can make a lot of money as an entrepreneur by moving decisively in blue-sky markets - markets where you face very little competition and the tide can carry you to riches. Over the next decade and a half, I built a portfolio of businesses worth \$200 million. Now, I want to share the paths that led me to success, passing on my knowledge to you. In Why Sell Tacos in Africa? I explain sixteen principles that allowed me to drive such tremendous growth. May you, too, find a blue-market and watch your business soar. [pauloberschneider.com](http://www.pauloberschneider.com) About the Author Paul Oberschneider is a seasoned startup entrepreneur and property financier who has personally built businesses worth over \$200 million. Since 1992, he has helped start a bank credit department, founded a mortgage company, and built the largest single-branded real estate company across five countries in Central Europe. He also developed a portfolio of shopping centers and hypermarkets in Eastern Europe, constructing over two million square feet of retail space. Paul retired, aged 49, before the financial crisis of 2008. Over the last two years, he's grown a chain of nineteen fast food restaurants in London and is involved in the Oxford entrepreneur community, where he serves as a mentor for startup entrepreneurs and as a speaker. Paul's philosophy of business is simple: to be a successful entrepreneur, touch as many lives as possible by creating companies in uncontested markets where employees, customers, and communities are all winners. Join Paul for more valuable insights, articles and video courses at www.pauloberschneider.com.