



## Zero Risk Startup

The Ultimate Entrepreneur's Guide to Mitigating Risks When Starting or Growing a Business

by Paulo Andrez



Non-Fiction - Business/Finance

247 Pages

Reviewed on 05/12/2024

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## Book Review

**Reviewed by Courtnee Turner Hoyle for Readers' Favorite**

In *Zero Risk Startup*, Paulo Andrez aims to help individuals who hope to launch or expand their businesses. Andrez addresses the primary unpredictability of any business: market, entrepreneur/team, financial, legal, and operational, or MEFLO, and discusses ways to solve their burden. The author details the types of risk, how to mitigate these in a startup company, and extends his methods to other businesses. Andrez outlines entrepreneurial motivators, excuses for not starting a business, risking funds, your reputation, and experiencing conflicts. He addresses the workload, stresses, and possible losses involved in entrepreneurship while prompting his readers to discover their reason for taking on business challenges and rewards.

Paulo Andrez is an experienced angel investor with nearly two decades of counseling investors. He shares the successes and failures of companies with which he worked, giving his readers a full scope of what they can expect before they take their first step with their project. Andrez focuses on "wantrepreneurs", regular people who have ideas they hope to turn into profitable businesses, but the material can apply to other types of entrepreneurs, too. The bulk of the text centers on mitigating the uncertainty of a chosen project, and Andrez covers external funding in the final chapters. I didn't know I could bring my ideas to the public without money, but this book showed me ways to become an enterpriser without startup capital. Andrez may inspire people who were too anxious about becoming an entrepreneur to move forward with their innovative ideas. Individuals who hope to start a new business or extend their reach should read *Zero Risk Startup* from cover to cover.