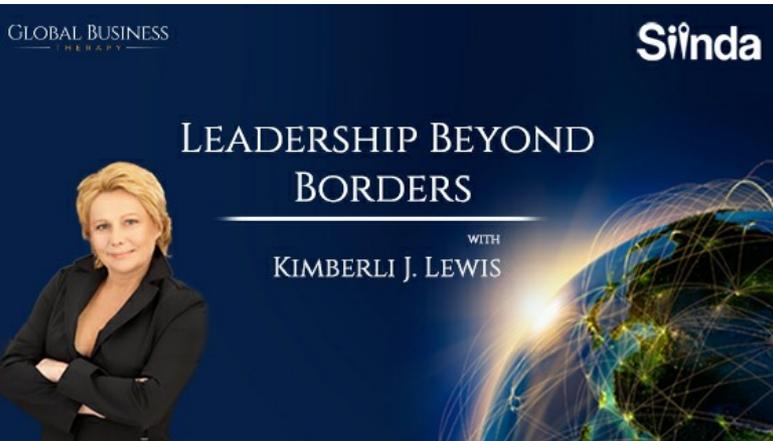


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January 26th 2021: The Secret Formula of Start-Up Success

History shows that crises can be startup incubators. Some of today's biggest companies were founded during and shortly after the 2008 economic crisis, including Uber, Credit Karma, Slack, WhatsApp and Groupon. But crisis or no crisis, launching a start-up is a challenge. From limited resources to just knowing what to do, many ideas are never realized and fall apart before the business gets off the ground. But there are lessons to learn from both start-up failures and from those start-ups that succeed. These lessons can be bundled into a formula for success. In this episode we look at the s

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Featured Guests



Randall LaVeau

Randall is the CRO and founder of BOSS Capital Partners and CEO of BOSS Startup Science Randall has over 15 years of experience developing scalable growth programs that range from Exit Strategy Development to scalable Go-to-Market Development. Randall was the CMO of Magento Commerce and helped position a \$1.7B acquisition to Adobe. In addition, he started and managed a management consulting practice advising Private Equity portfolio companies on growth transformation. He has created, coordinated and executed startup growth strategies, programs and campaigns for new customer acquisition and existing customer retention. Additionally, Randall developed and managed advanced startup development p

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Greg Shepard

Greg is a 20 year startup veteran and serial entrepreneur with 14 liquidity events under his belt, two of which were sold as part of a \$925M transaction that won 4 PE awards for transactions between \$250M-\$1B. A ForbesBooks author and has written over 100 articles published in 25 national and international publications. A TEDX speaker and keynote speaker universities, associations and conferences worldwide. He is the Host of A Forbes Radio show and has been featured as a guest on over 25 popular podcasts as well as numerous network TV and radio shows. Greg founded BOSS Capital Partners, a global syndicate for investing in tech startups worldwide and finally the creator of BOSS (Business Op

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