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# Magic Box Paradigm: A Framework For Startup Acquisitions

## MAGIC BOX PARADIGM

A FRAMEWORK FOR  
STARTUP ACQUISITIONS



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## **Synopsis**

What if I told you that the last thing you want from a potential acquirer is a term sheet? Or that the casualty of a bidding war is most likely going to be you? Or the presentation you use when you meet with investors is almost the opposite of the one you should use with strategic partners? Or that acquirers' efforts to reduce their risk when making an acquisition can often increase the likelihood of their failure? Startup acquisitions are counterintuitive. Many of the moves your intuition would lead you to make are wrong. These bad moves can hurt, or kill, a deal. The good news is, "once you've absorbed this book" you won't be one of the mistake makers. This book is going to give you a framework for attracting acquisition interest, and if you choose to pursue being acquired, it's going to show you how to optimize and close the deal.

## **Book Information**

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## **Customer Reviews**

A colleague recently recommended Ezra Roizen's new book 'Magic Box Paradigm - A framework for startup acquisitions.' It's a quick read and really worth it. I've spent most of my career helping inventors, technology companies, and investors figure out how to monetize their intellectual

property. And, unless their technology is in the unicorn quadrant, it's hard - really hard - to find and close the right deal. But the 'Magic Box' book nails it. "It's not about selling your company; it's about creating opportunities for your startup." "You are usually the casualty in a bidding war." Some of the advice may sound counter-intuitive, but rings true. The money shot is the Magic Box Paradigm itself. I can't describe it without totally ripping off the book, but suggest you check it out yourself. I wish I had read this book 15 years ago - before I sold my first company.

Coming from someone with years of professional M&A and investing experience, this book is a must have for anyone involved in the startup world — owners, employees, investors, and serial acquirers. The book is easy to follow, yet provides a wealth of knowledge; I especially enjoyed reading up on how to craft and present your story, and intricate differences between approaching potential investors (angel, VC, etc.) and acquirers. The 2nd half of the book cover in great lengths various aspects of a typical deal process, terms, and conditions. The book is written by a practitioner, which makes it a lot more interesting and relevant. I look forward to recommending this read to my friends and colleagues.

Having had my tech business acquired a few years ago, I truly wish I had this book when I began the process. Absolutely invaluable information, very easy to understand, and a fast read. It will save you many sleepless nights, and help you to be familiar with the acquisition terrain in advance of the journey - always a good strategy.

Couldn't stop turning the pages. Excellently written and incredibly relevant to any entrepreneur. Ezra's approach to startups and M&A is much different from the VCs, raving about their home runs and completely ignoring their misses. It's a refreshingly practical, pro-entrepreneur take that every startup CEO should read.

Ezra simply nails it. Beautifully written and extremely well articulated. He shares the art of M&A which isn't shared openly or accurately. Ezra takes a holistic approach and has a no BS approach. This book is a must read for startup CEOs. As a VC I will be sharing this with my portfolio company CEOs.

This book is great for founders and it's a quick read. I just finished the process of selling my company and this book hits the mark. Ezra provides a step-by-step approach for how to prepare for

acquisition, avoid common pitfalls, and navigate to closure. I could have used it 3 months ago.

This was a great book. it is easy to read and understand and gives you a good understanding from either the buyer or seller viewpoint.

Great book. Just what I was expecting. Smart, funny and practical. Lots of clever comments and ideas in there.

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