

Client: Hamilton Bradshaw
Source: Evening Standard (Main)
Date: 08 October 2012
Page: 36
Reach: 700895
Size: 102cm2
Value: 6394.38



Thinking of going it alone? Best to get a partner



James Caan

Dear James

I work at a corporate in the real-estate sector, and I have many ideas to improve the business, but I don't feel I'm being listened to. I am thinking about going it alone but I don't have the financial back-up. What do you suggest I do?
– Tony

You need to get the attention of your senior team members. You could ask to present your ideas at board level. But if you think you are entrepreneurial, there are investors willing to set up joint ventures so you can start up your own business.

Such an investor is likely to bring with him capital, contacts and strategic advice. Identify someone who can mentor you and work with you to grow your business acumen, nurture your vision, and expand your network.

Ask your investor/mentor to make some trial introductions for you. If these lead to new business, you may be off to a good start. Channel your entrepreneurial energy and passion into your own venture. But selecting the right partner is absolutely key.

■ For the full article and news of James Caan's free app, go to standard.co.uk. His new book, *Start Your Business in 7 Days*, is out now