



“A reality check for anyone poised to jump into a new venture without thinking.”

- David Giampolo, Chief Executive,  
Pi Capital, London

John Mullins is not only one of the world’s most sought-after entrepreneurial thought leaders, he’s widely regarded as a provocative, energetic, and always inspiring speaker. He regularly presents in Europe, Asia, Latin America and Africa, as well as in his native United States. John’s gift for making complex ideas easy to understand – and most importantly, for helping business people apply them to their own businesses – sets him apart from many of his academic brethren.

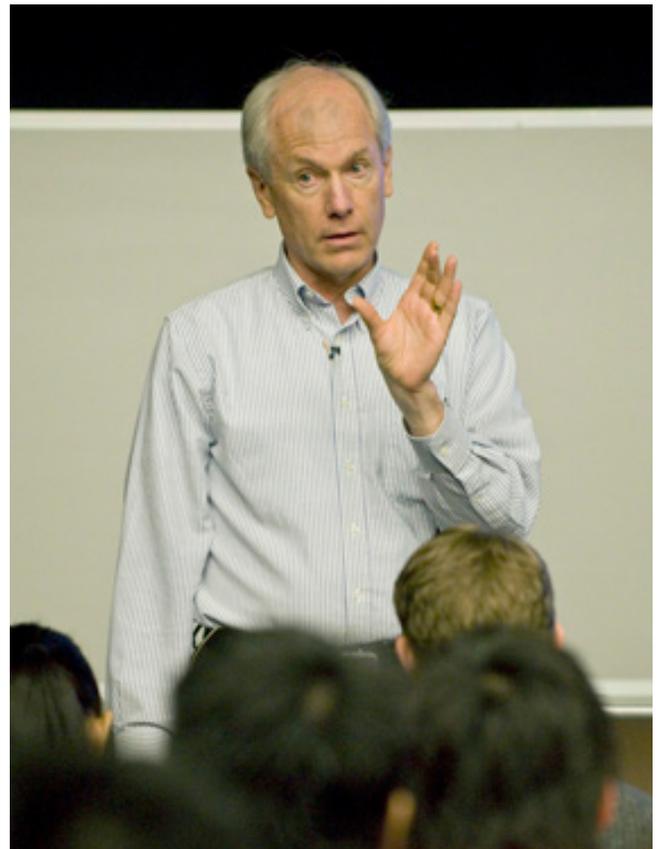
He is a regular keynote speaker to audiences from the world’s two leading networks of entrepreneurs, the Young President’s Organization and The Indus Entrepreneurs, as well as to the innovation units of larger multinational companies and others. His “Growing Your Business” programme for the YPO has won YPO’s “Best of the Best” award three years running. His programmes on venture capital and angel investing are regularly oversubscribed, whether in the UK, India, Africa, or elsewhere.

“John Mullins is one of the most respected speakers in our entrepreneurial network.”

- Christine Spooner, Executive Director,  
The Indus Entrepreneurs (TiE), UK

**John’s presentations/keynotes and workshop topics include:**

- Is Angel Investing Better than Sex?
- Why Business Plans Don’t Deliver
- Building Breakthrough Business Models
- Why Your Entrepreneurial Idea is Destined for the Dustbin & What You Can Do About It
- Managing Cash for Growth
- What’s Your Company Worth?
- The Innovation Gap in Your Company & What You Can Do About It



**London  
Business  
School**

[www.johnwmullins.com](http://www.johnwmullins.com)  
[www.newbusinessroadtest.com](http://www.newbusinessroadtest.com)  
[www.getting-to-plan-b.com](http://www.getting-to-plan-b.com)  
[www.customerfundedbusiness.com](http://www.customerfundedbusiness.com)

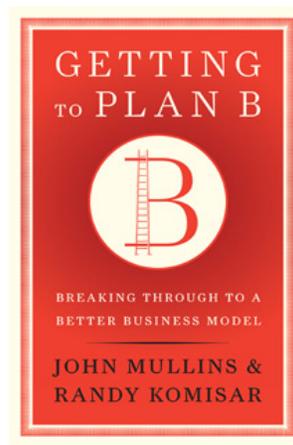
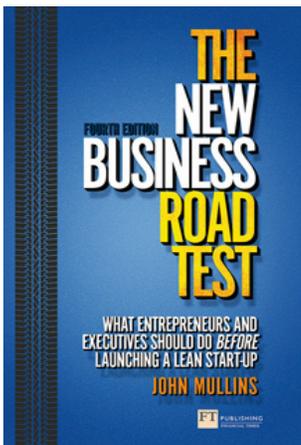
## John's Speaking Style

Don't provide a podium, because John won't stay put! He engages his audience, whatever its size, and gets them involved like few other speakers. His professorial and professional credibility – four books and three entrepreneurial ventures to his name, plus numerous board seats and a named chair at the world's top-ranked business school – along with his approachable style have made him an acknowledged thought leader and presenter on five continents. If penguins were entrepreneurs, John would go to Antarctica, too!

## Media Profile

John has been published, reviewed and quoted in virtually all of the world's most important business media, including *The Wall Street Journal*, *The Financial Times*, *Harvard Business Review*, *MIT Sloan Management Review*, *The Economic Times* of India, and many more. His 2009 book, *Getting to Plan B* (with Randy Komisar), was lauded by *Inc.* magazine (Number 1, "Best Books for Business Owners" 2009), *BusinessWeek* (Number 4, "Best Innovation and Design Books" 2009), among many others. His first book, *The New Business Road Test*, remains the world's best-selling book on assessing entrepreneurial opportunities.

## Best-selling Titles



---

To book John Mullins, email:  
[info@johnwmullins.com](mailto:info@johnwmullins.com)

**“His knowledge, experience and enthusiasm really jumped out at me during the week.”**

- Neil Gordon, Senior Consultant,  
CorkBIC, Ireland



## What the media say about John and his books:

“One of the most accessible books on strategy to come along in some time. Full of entertaining anecdotes about company builders who made poor choices or assumptions, *Getting to Plan B* provides a practical framework to help entrepreneurs avoid such mistakes in the first place.”

- Leigh Buchanan, *Inc.* magazine

## What the experts say about John's work:

“John's programs are reflective of his ability to do several things very well: engage and educate in a change-inducing manner, assess and understand the unique needs of each client, design a custom program to meet those needs, and deliver a deep understanding of the content at hand.”

- Emily Fox, Director - Events,  
Young Presidents' Organization (YPO-WPO)

“John Mullins listens to, embraces and understands the needs of my group. His entrepreneurial spirit and business experience come together beautifully.”

- Keith Williams, Senior Learning Director,  
Entrepreneurs' Organization (EO)