



Black Swan Start-ups: Understanding the Rise of Successful Technology Business in Unlikely Places

Sami Mahroum

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This book explores startups that have thrived against the odds in places where startup success was deemed to be unlikely. Discussing a number of technology startups from around the world that have succeeded without state backing nor local venture and seed capital, Black Swan Start Ups provides unique insights into unsung models of success beyond the two dominant narratives of Asia's 'Tiger Economies' and America's Silicon Valley miracle. The author describes these stories of success as 'black swan events' and ascribes their achievements to the ability of entrepreneurs to leverage the 'place surplus' of their locations, while building connections to support networks outside their immediate geographies. Including case studies such as Skype in Estonia, SoundCloud in Germany and Bayt.Com in Dubai, this insightful book gives a holistic and wide-ranging view of how technology startups have, and can, succeed in less likely places.

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