

# Start-Up Trouble

## The Industry That Disappeared Overnight

During a recent appearance on Book TV, author Ben Mezerich promoted his latest book *Straight Flush*. It's a story about a home-based venture started by poor college students who made a fortune, then crashed and burned when a political power play put not only put them out of business but running from the law.

Mezerich has carved out a niche with books that examines what happens when the fast life and questionable values collide in the entrepreneurial world.

He asked viewers a number of questions.

- Why is it illegal to play a certain game of skill online but the lottery is legal?
- Would you spend a year in a federal prison in exchange for millions of dollars?
- An investor gives you \$1,000 to start your company in exchange for a percentage of the profits but walks away leaving you to do all the work. After you build a successful venture, the backer reappears years later to demand a large share of the profits based on the original agreement. What would you do?

## References

Ben Mezerich Book TV

YouTube Video

<http://www.youtube.com/watch?v=m8wnhCXI66c>

Ben Mezerich.com

<http://www.benmezerich.com/>