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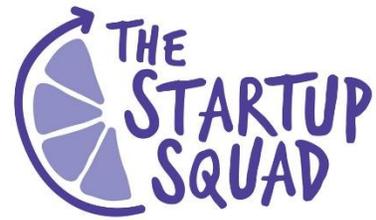
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THE STARTUP SQUAD

FUN, BUSINESS-SAVVY SERIES INSPIRES
FRIENDSHIP, ENTREPRENEURSHIP & GIRL EMPOWERMENT

Spring 2021 marks the launch of the third book in *The Startup Squad* series by **Brian Weisfeld**, a former executive who was inspired by his daughters to create the novels. This middle grade series about friendship and entrepreneurship, written with *Fix-It Friends* author **Nicole C. Kear**, lays the groundwork for Weisfeld’s continuing mission to help girls realize their potential and follow their dreams, whatever their passion, through practicing entrepreneurship at an early age.

Publishing in May, *Party Problems (The Startup Squad #3, Macmillan, ages 8-12)* continues the story of a diverse group of young friends who learn to work together to overcome the unique challenges of running their own business. Along with compelling stories, each book delivers information, inspiration and aspiration for the next generation of female CEOs, with tips for kids starting or running their first businesses, and a profile of a real-life girl CEO.

The Startup Squad was founded on the belief that even a simple lemonade stand can help girls develop a growth mindset, learn to approach challenges with grit, and get comfortable with risk failure—and learning to start again. These are lessons that will serve them well in life regardless of the path they choose. In 2021, Brian will be working with influential organizations, such as Girls Inc of NYC, Entre-Ed: The Consortium for Entrepreneurship Education, and girls scout troops across the nation to continue donating books to underprivileged kids so cost will not be a barrier to accessing this valuable resource. To date, more than 10,000 copies have been donated.

Brian’s work reaches from coast to coast. Brian will be leading and co-hosting panels with local teen and tween girl business owners all over the country in conjunction with bookstores, scout groups, nonprofit organizations and youth entrepreneurship groups. The goal is to highlight the amazing businesses being run by these groundbreaking young entrepreneurs and to inspire more girls to pursue their passions and achieve their goals.

Visit thestartupsquad.com for more information, inspiring profiles of savvy girls, and advice on launching your own small business. Information on tour dates, panels and media will also be featured.

About *Party Problems*:

Girls mean business in the third novel of this middle grade series about friendship and entrepreneurship.

All four friends in the Startup Squad want to raise money—but when they can't agree on what business to start next, they strike off on their own. Didi's idea seems perfect: making place cards for a wedding. But after the wedding planner gets sick, Didi finds herself in charge of everything—and then the caterer cancels and the band goes missing! Didi's business is turning from a dream to a disaster. Will the Startup Squad come together in time to save the wedding?

About the Authors:

Brian Weisfeld has helped build a number of well-known billion-dollar companies including IMAX Corporation and Coupons.com. He is the Founder and Chief Squad Officer of The Startup Squad, an initiative dedicated to helping girls reach their potential and follow their dreams, whatever their passions. Brian lives in Silicon Valley with his wife and two daughters. You can check out thestartupsquad.com or follow @thestartupsquad on social media for more info.

Nicole C. Kear lives in New York City with her husband, three firecracker kids and a ridiculously fluffy hamster. She's the author of The Fix-It Friends chapter book series, as well as middle grade standalone *Foreverland*.

THE STARTUP SQUAD | Imprint | On sale 5/7/2019 | Ages 8-12 | 176 pages |
Paperback | ISBN: 9781250180414 | \$7.99 Hardcover | ISBN: 9781250180407 | \$16.99

FACE THE MUSIC | Imprint | On sale 5/5/2020 | Ages 8-12 | 192 pages |
Paperback | ISBN: 9781250180469 | \$7.99 Hardcover | ISBN: 9781250180452 | \$16.99

PARTY PROBLEMS | Imprint | On sale 5/4/2021 | Ages 8-12 | 176 pages |
Paperback | ISBN: 9781250838674 | \$7.99 Hardcover | ISBN: 9781250180513 | \$16.99



Praise for The Startup Squad

"An inspiring story about entrepreneurial girls."

—Ann M. Martin, author of the *Baby-Sitters Club* series

"A great read that is fast-paced, fun, and empowering. The Startup Squad comes complete with a treasure trove of tips for starting a business."

—Katherine Applegate, Newbery Medal-winning author of *The One and Only Ivan*

"The Startup Squad encourages girls to dream big, work hard, and rely on each other to make good things happen. It teaches them how to succeed—and reminds all of us that girls mean business!"

—Sheryl Sandberg, COO of Facebook and founder of *LeanIn.Org* and *OptionB.Org*

"An enjoyable and diverse story highlighting friendship, entrepreneurship, and perseverance."

—Kirkus Reviews

"Teamwork and friendship are at the fore of this business-savvy series, which will hold particular appeal for girls struggling to find ways for their ideas to bloom."

—Booklist