

From Prominent Investor,
Developer, and Entrepreneur

SHANE NEMAN

UNLOCK THE SECRETS OF SUCCESSFUL ENTREPRENEURSHIP LEARNED THROUGH THE HIGH-STAKES WORLD OF NIGHTLIFE

Entrepreneur Shane Neman Shares How He Found Unlikely
Success In the Gritty NYC Nightlife Scene & His Predictions for
Where the Business of Partying Should Go Next

NIGHTLIFE LESSONS

“What Shane and his team were able to do...is a fantastic example for entrepreneurs and investors at all levels. Each ‘nightlife lesson’ is a gem.”

HOWARD MORGAN, Founder of First Round Capital & Chairman of B Capital

Everything Shane Neman needed to know about business he learned in the gritty, chaotic New York City nightclub scene.

In *Nightlife Lessons*, Neman takes you behind the velvet ropes so you can too.

With sharp insight, humor, and gratitude, the three-time startup founder and venture capitalist shows in this unlikely business book how with tenacity and ambition, you can transform any industry.

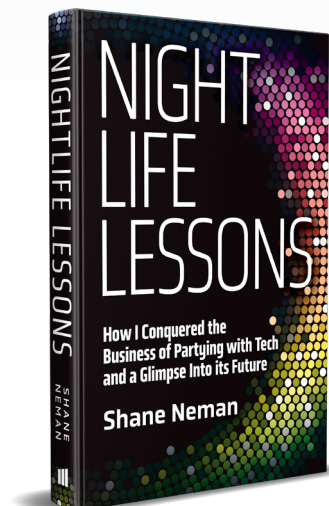
In the pre-social media and camera-phone days of the new millennium and fresh off his failed first business, Neman was starting from scratch with no budget but a huge idea: bring the hopelessly outdated event promotions and hospitality world into the digital age.

The result is JoonBug, which blended his passion for partying and expertise in technology to become a multimillion-dollar stepping stone to serial entrepreneurship and a grounded personal life.

Neman connects with a wide range of players—from drag queens, ravers, and club kids, to celebs, Wall Street suits, and bridge-and-tunnel partiers, to the city’s most influential club owners and promoters. Using Neman’s tech innovations, all mix and mingle at iconic venues that range from dilapidated warehouses to Swarovski-studded alcoves of luxury.

Nightlife Lessons is packed with perceptive lessons from his comeback, advice on how industry insiders still need to evolve, and predictions on how partiers will experience nightlife in the future.

Neman’s business path is an inspirational ride through New York’s hot spots. If you can make it there, you can make it anywhere . . . and take it with you everywhere.



COMING 2023

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ABOUT SHANE NEMAN



SHANE NEMAN is a serial entrepreneur, venture capitalist, and real estate developer. After dropping out of NYU Medical School and failing at his first startup during the tech-bubble bust of the early 2000s, Neman started over.

In a pre-Facebook, MySpace and EventBrite era, he built his second venture, JoonBug, into a multimillion-dollar digital events powerhouse that thoroughly disrupted the outdated events and hospitality industry. JoonBug provided a suite of software solutions that married all aspects of the offline events world with the digital world. I spent the next eight years building the company to \$25 million+ in annual revenue. They were first to market with technologies such as online photo purchasing and social sharing, exhaustive event databases, location-specific email newsletters, and e-ticketing systems, and delved into large-scale event production, executing over 300 events annually, with over 100,000 total attendees.

He subsequently founded a successful SaaS business, EZ Texting, the largest business SMS software platform in the United States. By 2012, EZ Texting had amassed over 50,000 customers and annual revenues in the seven figures. In 2013, EZ Texting was acquired by CallFire—a cloud communications company—with the help of Morgan Stanley, Investor Growth Capital, and Multiplier Capital.

He is a prolific venture capitalist and backer of startups including Impossible Foods, Athletic Greens, SandboxAQ, Cirkul, Flexport, Convoy, Prose, Kraken, Obe, Deep Sentinel, Anvyl, Future, MapAnything, VinePair, Hyperice, and Gupshup.

In addition to many years as a technology entrepreneur and executive, Neman also honed his expertise as a real estate investor and developer. He is an investor, developer, and manager of various types of properties ranging from commercial shopping and industrial centers to large residential buildings. Currently, Neman runs a portfolio of over 20 properties in major metropolitan cities across the U.S.

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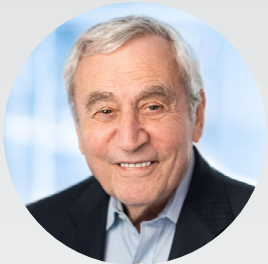
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TESTIMONIALS



"I've been working in venture and technology for a long time. What Shane and his team were able to do, in terms of re-inventing the business of nightlife, is a fantastic example for entrepreneurs and investors at all levels. Each 'nightlife lesson' is a gem."

HOWARD MORGAN, Founder of First Round Capital & Chairman of B Capital



"I've been a technology business investor for many decades and Shane has truly captured the essence of entrepreneurship in *Nightlife Lessons* in a way no other book has. If you want to learn about grit, hard work, and innovation, then this book succeeds, with a generous dose of humor and entertainment that won't put you to sleep like most other cliché business books."

HENRY KRESSEL, engineer of the first fiber optic laser and partner at Warburg Pincus



"The essence of nightlife is pushing boundaries while having a great time, and Shane Neman lived that out in one of the industry's most interesting periods: the late '90s and early '00s. His book is a real insider's take on those years, which makes it a fun read—but it's also a revelation, the story of how the mechanics of nightlife completely transformed, largely because of Shane and his team. For anyone who wants to know more about business, technology, and the nightlife biz itself, this book delivers."

STEVE LEWIS, Godfather of NYC Nightlife



"*Nightlife Lessons* is an engaging walk down the best of nightlife's memory lane, but more importantly, it's a story that exemplifies positive disruption and the redefining of an industry. As a seasoned hospitality investor, I highly recommend it!"

MARC BELL, Renowned American Financier & Entrepreneur- CEO & Founder Terran Orbital



"Like a delirious night of clubbing, *Nightlife Lessons* gives you the ups and downs of the entrepreneurial life from someone who has lived it up close and shaped its evolution for more than two decades. Shane Neman uses his past leveraging of technology to help you understand the industry and the continuing value and tech revolution coming in the future."

JEFF GROSS, Professional Poker Player

Q&A WITH SHANE NEMAN

What initially inspired you to write *NightLife Lessons*?

I've been funding and advising startup founders and entrepreneurs for almost a decade now. I often find myself telling stories of my experiences during my own startups to help founders not only deal with their current struggles, but also avoid any pitfalls that lie ahead of them. I've been told by founders that what sets me apart from other VCs that just write checks is the advice I give them from first hand difficulties I've had as a fellow founder. I decided it was finally time to compile these lessons into a book and make it accessible to everyone. I spent the last two years packing *NightLife Lessons* with the most valuable and poignant lessons I learned from one of my first startups back in 2001—JoonBug.

What makes *NightLife Lessons* different from other books written by entrepreneurs?

The most obvious difference is that it takes place in the backdrop of the NYC nightlife scene which is one of the most unlikely industries that someone would think to build a tech company around. It was also right after the tech bubble burst and right after 9/11 in NYC, a time when the general mood and sentiment in the country was very somber. It was an uncertain and difficult time and place to start any business let alone one in which tech and nightlife merge.

I also go into details about the obstacles and failures I endured bootstrapping my own tech startup in an unforgiving and fickle industry resistant to change.

What I think makes this book unlike many cliché business books out there is three things:

- I tell many insightful stories designed to teach a particular lesson I learned the hard way while trying to succeed in the harshest business environments.
- I explain my thought process and mental models about solving problems, selling myself/my business, and how to see opportunities that nobody else was seizing.
- I show how I used these lessons in both my next successful ventures and in my investing career to build on my successes.

Of course, along the way, my aim is to have readers entertained, shocked and laughing out loud.

Who do you hope *NightLife Lessons* reaches?

This book is valuable for anyone just starting out in business or any entrepreneur whether they are going through a difficult period or a brilliant burst of success.

Also, anyone who is in the nightlife or hospitality business would benefit from reading about what it was like transforming the industry from an analog pre-Facebook/camera-phone era to a digital one. I also dive into how I think the next generation of tech will continue to transform the industry from the Metaverse and beyond.

Q&A WITH SHANE NEMAN

What are four lessons you hope readers take away from *NightLife Lessons*?

I structured the book in a way that each chapter focuses on one important lesson that I took away from my almost decade long journey, so it's difficult to pick out just four of them. If I had to pick four that I feel are the most critical, I would choose:

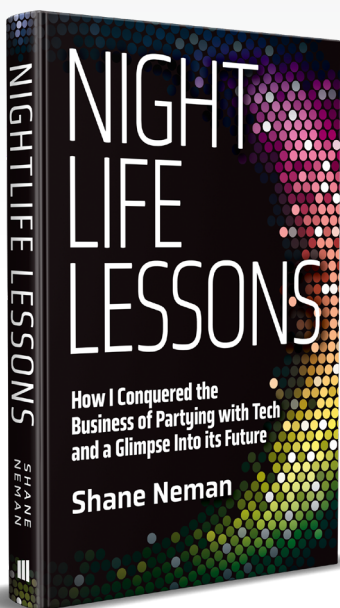
The only way to get started is to fake it until you make it: Everyone is a nobody until they convince others (and yourself) that they are somebody.

Whatever can go wrong, will go wrong: If you have the mindset of being flexible and resilient no matter what the circumstances, then you have what it takes to succeed in any business.

Be in search of novelty and your passion instead of a rigid objective: I went from dropping out of NYU Med, to starting a traditional tech company that failed after the dot-com bust, to finally finding success in the nightlife industry. The only way that can happen is by trusting and following the stepping stones that show you success in life—however unpredictable they may be.

The party always comes to an end: knowing when it's time to stop and move on is just as important as knowing when it's time to start something new.

A book that is meaningful, entertaining and most importantly, different from most of the ordinary cliché business books on startups.



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