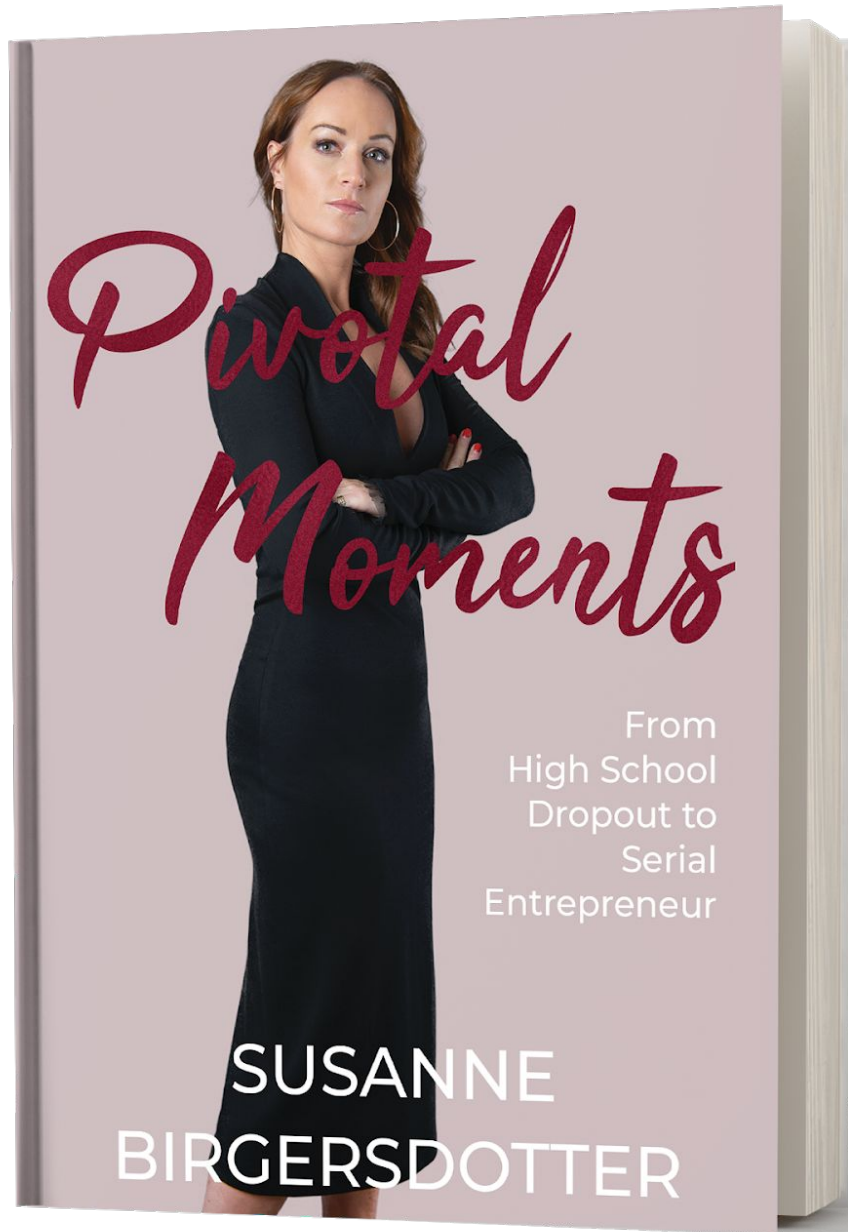


# SUSANNE BIRGERSDOTTER

ENTREPRENEUR. SPEAKER. AUTHOR.



---

PUBLISHED

March 1, 2019

# SUSANNE BIRGERSDOTTER

*"Susanne Birgersdotter, keynote speaker, author, serial entrepreneur brings together women doers from all over the world in a closed personal community."*

## **AUTHOR BIO - SHORT**

Susanne Birgersdotter, a Swedish self-made serial entrepreneur, shares her inspirational journey from designing her first app from her kitchen table to become a shareholder in the VC company, Milky Way Cap within seven years. Susanne's strong instincts and intuition have helped her grow her companies including designing a #1 ranked app and founding Igotcha, SthlmAppLab, SBDM and Birgersdotter Innovate. She is an active mentor/member on several boards, and a popular global speaker giving lectures and workshops on entrepreneurship and venture capital.

## **AUTHOR BIO - LONGER**

Susanne Birgersdotter, a Swedish self-made entrepreneur and investor, has gone from designing her first app from her kitchen table to become a partner in the VC company, Milky Way Cap within seven years. Susanne's strong instincts and intuition have helped her grow her companies including designing a #1 ranked app and founding IGOTCHA, SthlmAppLab, SBDM & Birgersdotter Innovate.

She is an active mentor and member on several boards and a popular global speaker giving lectures and workshops on entrepreneurship and venture capital. Susanne is also a TEDx speaker. Susanne was nominated for Sweden's most powerful female founder in 2017, 2018 and 2019. Susanne was also nominated as one of 125 most powerful women in Business.

Susanne also founded the female network World Women Network, and she is soon launching her wine label and has published her newest book - Pivotal Moments.

## **ACHIEVEMENTS**

**Nominee for Sweden's most powerful businesswoman 2019 Veckans Affärer**

**Nominee for Female Founder of the year, 2017, 2018, 2019 @Dagens Industri**



WORLD WOMEN NETWORK

PIVOTAL MOMENTS / SUSANNE BIRGERSDOTTER

# Pivotal Moments

## BOOK SYNOPSIS - SHORT

Pivotal Moments is not a business manual or a personal memoir—it's the story of success and failure, of one woman's struggle to realize her dreams. It's a book about those pivotal moments in our lives that shape us.

The way to the top is never easy. The road to becoming a successful entrepreneur is often beset by countless obstacles and challenges. In Pivotal Moments, you will follow Susanne's exciting journey from high school dropout to becoming one of Scandinavia's most successful tech entrepreneurs.

*"With this book, I hope to challenge you to follow your dreams. To dare to take the step out into the unknown. I can't promise you success, but my hope is that my journey will provide you with inspiration and insight into the life of an entrepreneur. If I could do it, you can too."*

## BOOK SYNOPSIS - LONG

It was the fall of 2016. A female business network had invited me to Johannesburg in South Africa to speak on entrepreneurship. I was surprised to see that after my talk, a long line of people formed. They wanted to hear more about my journey from high school dropout to serial entrepreneur. Many of them asked me if I had a book or if I had ever thought of writing one. I was flattered, but more importantly, I realized that I had so much more to tell than the forty-five minutes I had spent on the stage. The idea of writing something had been born. But it wasn't until a year and a half later, when I was in Boston, that I actually took the step to get started on this book. After my talk, a young woman—she was perhaps in her late twenties --came up to me and said: "After hearing this I've finally decided to start a business of my own." This made me feel strong and somehow successful. The fact that I, standing in a shiny office building in downtown Boston was treated with such respect for something that I believe in—to boost other women—was a dream I'd had for a long time and I was finally there, just by telling my story.

I realized that I had to do something more with this power to inspire; I needed to put these words down on paper so that I could share my story with more people. When I sat down to write, I thought I would be writing about entrepreneurship. I wanted to share my experiences as a female entrepreneur, the ups and downs, the challenges, the successes, the twists and turns, the details of the day to day of running companies with all that entails. But instead, during the process of writing, this book turned into something else. It turned into a memoir of sorts. During the process of writing, I discovered so many things about myself—things that I had never thought of before. At first, I was hesitant to include them in this book. It all seemed too personal. But then, I realized that all these events, all these moments that have impacted me in some way, all form an essential part of the story. I realized that there were some key moments that impacted the trajectory of my life and career, and they couldn't be easily separated into business or personal.

We aren't simple. We're multifaceted and complex creatures. And the fact is, if we're honest, we can't isolate business from the personal. Our productive lives in business are always somehow impacted by our personal lives. Many times, we wish this wasn't true. But there's no use in pretending that we're robots or minimizing the impact of family, friends and childhood experiences on our work life. In our lives, there are certain moments that matter more than others. These may be changing careers, having children or buying your first home. But for entrepreneurs, there's no job security or workplace to fall back on. Everything is your responsibility, and then, things are a little different. In my case, when I took the step to wholeheartedly dedicate myself to areas where I lacked the knowledge but had the drive and motivation, I was continually putting my life on the line. And this is the case for many entrepreneurs. These events that I realized were crucial for who I am, both as an entrepreneur, a woman, and a human being—are pivotal moments.

This book is my opportunity to serve others and give back. So many people that I have met from so many walks of life and so many corners of the world have given me energy, inspiration, and motivation. At this point in my life, I feel that it's not only my joy but also my duty to share my story, my struggles, my strengths, my weaknesses with you, with the hope of helping and maybe inspiring you in some way.

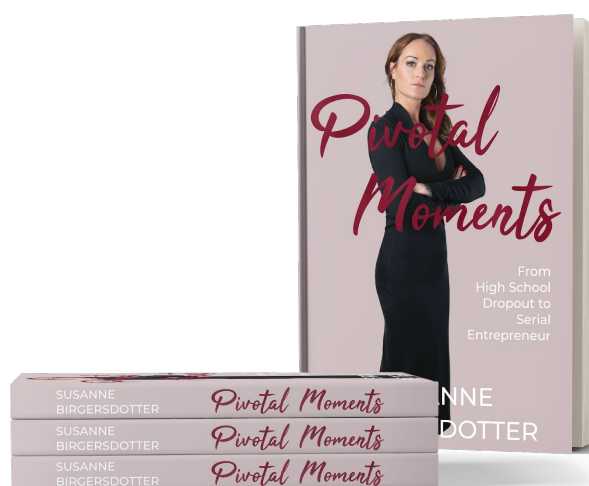
Unfortunately, we have too many walls between us in this world. We need to be more open with each other and tear many of these walls down. When we share our experiences, when we're open with ourselves, when we welcome others into our lives,

we don't only help them but help ourselves. We are all connected and interdependent, whether we're talking about the global economy, Fortune 500 companies, small businesses or our personal relationships.

I don't want to minimize the fact that life as an entrepreneur can be difficult and challenging. But the rewards can also be more significant than you can imagine. Often, it's only the biggest, most successful and iconic entrepreneurs who get the attention. But there are millions of people out there, all over the world, who are trying to get their everyday lives and their small businesses to work, grow and become great. There are also many people out there who want to, but for a variety of different reasons, have yet to step out into the unknown world of entrepreneurship. This book is for all of you. But perhaps most of all, it's for all you who fail. To fail is to learn and become better. You're not alone—there are many out there who fail. Maybe you want to stop or brush yourself off and continue on, but don't forget that failure is entirely reasonable even though it's often completely invisible—since it's not talked about.

*"With a brutal honesty not often seen in a Swede - or a woman - Susanne Birgersdotter takes us on the rollercoaster ride that has been her life. Today she's a noted international inspirational speaker and serial entrepreneur but getting to this point hasn't been easy."*

*~Judi Lembke, Journalist*



For A Sample Chapter of the Book: [PIVOTAL MOMENTS](#)

# Pivotal Moments

**Title:** PIVOTAL MOMENTS

**Subtitle:** From High School Dropout to Serial Entrepreneur

**Author:** Susanne Birgersdotter

**Published:** March 1, 2019

**Publisher:** Birgersdotter Innovate AB

**Suggested Retail Price for Print:** \$17.95

**Suggested Retail Price for E-Book:** \$7.95

**Suggested Retail Price for Audiobook:** \$15.95

**Book Size:** 5.5 x 8.25

**# of Pages:** 202

**Paperback Print ISBN:** #978-91-519-0312-5

**E-Book ASIN:** #B07PXGT32V

**Author Website:** [www.SusanneLive.com](http://www.SusanneLive.com) / [www.WorldwWomenNetwork.com](http://www.WorldwWomenNetwork.com)

**Author Facebook:** [@susannebirgersdotterentrepreneur](https://www.facebook.com/susannebirgersdotterentrepreneur)

**Author Instagram:** [Susanne\\_Birgersdotter](https://www.instagram.com/Susanne_Birgersdotter)

**Author LinkedIn:** [Susanne Birgersdotter](https://www.linkedin.com/in/Susanne_Birgersdotter)

**Author YouTube:** [Susanne Birgersdotter](https://www.youtube.com/Susanne_Birgersdotter)

## **Author Contact:**

### Europe

Peter Åsbrink

SBDM AB

Eriksvägen 9

17276 Sundbyberg Sweden

+46706681490

Skype: peter.asbrink

[Peter.Asbrink@sbdm.se](mailto:Peter.Asbrink@sbdm.se)

### United States

Ronnie Lindgren

SBDM Americas Ltd

45 Prospect str

Cambridge, MA 02139

+1-617-391-6766

Skype RonnieL69

[Press@SusannLive.com](mailto:Press@SusannLive.com)

## Pivotal Moments: Susanne Birgersdotter kicks off her US Book Tour - From New York to San Francisco to LA

**Boston, MA, March 18th, 2019** - Swedish founder, investor and entrepreneur Susanne Birgersdotter's first foray into the world of tech was just five years ago. Since then, she has founded a number of companies, invested in a host of others and is a notable keynote speaker where she has been telling the story of how one simple idea brought her a whole new career. It is these speeches – and the overwhelmingly positive response to them – that inspired Susanne to write her new book *Pivotal Moments*.

*Pivotal Moments* takes the reader through the ups and downs of how one of Sweden's top entrepreneurs beat the odds by never letting failure stand in her way and never letting success go to her head.

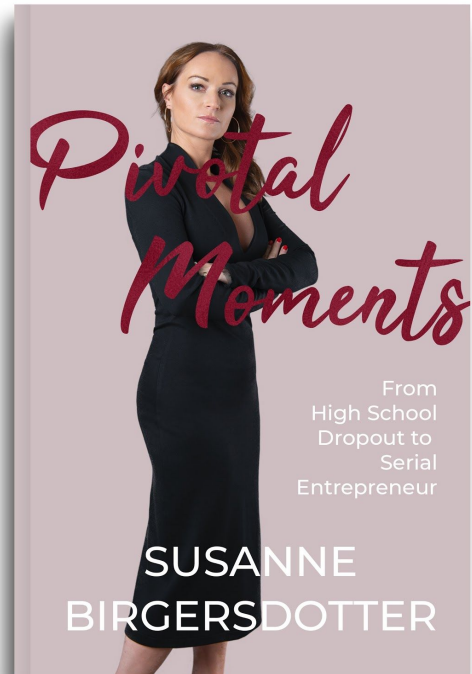
Self-made Susanne founded gaming company iGotcha, Stockholm App Lab and SBDM. She's also a former partner in the VC company Milky Way Capital and through her experience in this area, wants to leverage her expertise to boost female entrepreneurs both in Sweden and abroad.

Susanne's US Book Tour for *Pivotal Moments* will kick off in New York City on March 27th at the Swedish-American Chamber of Commerce, followed by an appearance at the Women in IT Awards gala in New York on March 28th. Then it's on to California, where she will be speaking at the San Francisco Swedish-American Chamber of Commerce in Palo Alto, CA on April 2nd and participate at The Human Gathering in Los Angeles on the 4th.

### About Susanne Birgersdotter

Susanne Birgersdotter is a veteran entrepreneur of 20 years with various industry experiences under her belt. This includes everything from retail to wine-trading to technology - all of which culminated in her starting a software application company in 2012. Like most entrepreneurs, she started her first company as a response to a problem that needed solving. More apps followed, with one landing on the top of the charts in 2015. She is now the author of *Pivotal Moments* - her book that charts her long and winding road through both success and failure - and her refusal to give up on herself and her ideas. Susanne currently is a global keynote speaker who addresses the pitfalls female business-owners encounter in the start-up, entrepreneur, and investment communities.

*For further inquiries please contact Ronnie Lindgren at +1.617.391.6766 or [press@susannelive.com](mailto:press@susannelive.com). Web [www.susannelive.com](http://www.susannelive.com).*





# Pivotal Moments

SUSANNE  
BIRGERSDOTTER

Susanne Birgersdotter, a Swedish self made serial entrepreneur, shares her inspirational journey from designing her first app from her kitchen table to becoming a shareholder in the VC company, Milky Way Cap within 7 years. Susanne's strong instincts and intuition has helped her grow her companies

including designing a #1 ranked app and founding Igotcha, SthlmAppLab, SBDM and Birgersdotter Innovate. She is an active mentor/member on several boards, and a popular global speaker giving lectures and workshops on entrepreneurship and venture capital.

Nominee for Sweden's most  
powerful businesswoman  
2019 Veckans Affärer

Nominee for Female Founder  
of the year, 2017, 2018, 2019  
@Dagens Industri

From High School  
Dropout to Serial Entrepreneur



Pivotal Moments is not a business manual or a personal memoir—it's the story of success and failure, of one woman's struggle to realize her dreams. It's a book about those pivotal moments in our lives that shape us.

The way to the top is never easy. The road to becoming a successful entrepreneur is often beset by countless obstacles and challenges. In Pivotal Moments, you will follow Susanne's exciting journey from high school dropout to becoming one of Scandinavia's most successful tech entrepreneurs.

[www.SusanneLive.com](http://www.SusanneLive.com)

