



Wake Up and Sell the Coffee!: The story of Coffee Nation and how to start, build and sell a high-growth business

Dawes Martyn

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A high-growth success story

In 1996 Martyn Dawes set out to build a high-growth business with the will to do whatever it would take to make it a success. Little did he realise how his will would come to be tested, but in 2008 he sold this company - Coffee Nation - for £23m.

Along the way, among many highs and lows, there was the thrill of seeing an idea come to life, costly failed trials and false starts, countless business plans, learning how and when to raise funding, the personal journey of surviving when success seemed so distant and securing contracts with some of the biggest retailers in the world. This is the story of how a great British business was built - from a blank sheet of paper - and how it came to be one of the nation's favourite consumer brands. It's also a guide to help any aspiring entrepreneur put their business on the path to high growth.


Through the course of an exciting narrative, Martyn shares his experiences of growing a business and his knowledge of what you should and shouldn't do. Mistakes to avoid are revealed just as honestly as the good decisions, making this is an unusually frank and valuable account for anyone looking to build their own business.

All areas from start-up to exit are covered, including:

- How to come up with an idea and know if it's any good
- Researching and testing your business model
- When you should not write a business plan and why not
- The process of pitching to investors and raising funding
- Negotiating contracts and controlling your finances
- A special final chapter on how to set up a business for high-growth from the outset

Coffee Nation was based on the reliable principles of a simple idea, a compelling vision, a high-quality product and relentless enterprise. If you have the desire and vision to build your own high-growth business - or you want to read a fascinating story of how it has been done - look no further. It's time to wake up and sell the coffee.

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Lillian Burbank:

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