

For Immediate Release

New Book Release at Web Summit 2024: *Building a Startup Without Going Crazy* Offers Founders a Lifeline for Mental Health and Balance

Lisbon, November 6, 2024 – Founders know the startup grind can take a serious toll. *Building a Startup Without Going Crazy*, a new book by seasoned entrepreneur and founder Leen de Bruyne, demonstrates that success doesn't have to come at the cost of mental health and well-being. Officially launching at Web Summit in Portugal, the book shares honest insights and actionable strategies for founders and investors navigating the high-pressure world of startups. It came out earlier this year in Dutch, where it drew a lot of attention and it is now published in English.

Leen de Bruyne started his startup journey at 23, feeling strong and energized, but ended up six years later lying down, unable to move, in a McDonald's parking lot. His startup went on to succeed and was eventually sold to private equity a few years later.

In this book, he draws from his years of experience as a founder, angel investor, and now emerging fund manager to address what's often left unspoken in the startup world: the emotional and mental strain on founders. "For founders, the stakes are high, and it can feel like everything is on the line—all the time," says De Bruyne. "This book is about finding a way to grow your business without sacrificing your sanity."

With 100 short real-life stories, reflective exercises, and hard-won advice, *Building a Startup Without Going Crazy* empowers founders to foster resilience, prioritize mental health, and build their companies sustainably. Rather than focusing solely on financial growth, De Bruyne's approach encourages founders and investors to stay healthy as they grow.

For investors and founders attending Web Summit, *Building a Startup Without Going Crazy* offers a refreshing take on what it truly means to build something meaningful. It's a must-read for those ready to support a new vision of success—one that values founders' mental health as the foundation for lasting impact. This focus is already recognized by Startupbootcamp, which has provided a copy of the book to every founder in its programs.

Leen de Bruyne will be available for interviews during Web Summit 2024 on November 12 and 13 and can be reached at leen@livinghope.vc.

LEEN DE BRUYNE

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100X

Mental Health for
Founders & Entrepreneurs

HAYSTACK