

AVANTVUE PRESS KIT

The Last Year

How We Walked Through Fire, Built Two Startups, and Refused to Quit

By Tim Wolter // Launch Date: March 2026

About the Book

The Last Year is not a hero's journey in pitch-deck form. It is the raw, unvarnished story of walking away from a \$200k+ salary, navigating emergency surgeries, and building two startups (SafetyVue & DealVue) while raising a family. From coding on a rolling desk at 4:00 AM to negotiating "The Pact" at the kitchen table, this book documents the brutal reality of the "Valley of Death" and the specific playbook used to survive it.

Book Details

Title: The Last Year

Subtitle: How We Walked Through Fire, Built Two Startups, and Refused to Quit

Author: Tim Wolter

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Media Contact

Email: tim.wolter@avantvue.net | **Website:** www.AvantVue.net/book

Suggested Story Angles

The "Valley of Death" Reality Check:

Most Kentucky startups die quietly. Tim Wolter shares the 3 specific warning signs he saw as a COO that forced him to resign and pivot.

The "Marriage Pact" That Saved the Company:

Co-founding a company is hard; doing it with your spouse while raising three kids is harder. Tim and Chelsie Wolter created a "Kitchen Table Pact" with three non-negotiable rules to separate business problems from marriage problems.

The "Couch Boss": Parenting While Building:

We talk about "hustle," but we don't talk about the reality of coding while a sick toddler sleeps on the couch next to you. How to handle investor calls without hiding your family life—and why transparency actually builds trust.

The Pivot:

The story of how a frustrating email from an investor birthed a new company, turning a personal pain point into a product that landed him on the "Startups to Watch" list.

Suggested Interview Questions

1. "You call your book *The Last Year*. What does that title actually mean?"
2. "You identify '3 Signs Your Business is Dying.' What are they?"
3. "Can you explain the 'Kitchen Table Pact' you made with your wife before you resigned?"
4. "What is 'DealVue,' and how did a personal frustration turn into a product that got you named a 'Startup to Watch'?"
5. "You talk about 'connecting the dots' throughout the book. What is that concept?"

Advance Praise

"Brutally authentic... unlike anything I've seen in the startup world. I meant to skim it, but despite being buried in my own work, I kept reading straight past page 30."

— Vance VanDrake, Author of *The Patent Game*

"Founder therapy disguised as a memoir. Raw, vulnerable, and beautifully written."

— Mike Bowers, Entrepreneur & Mentor