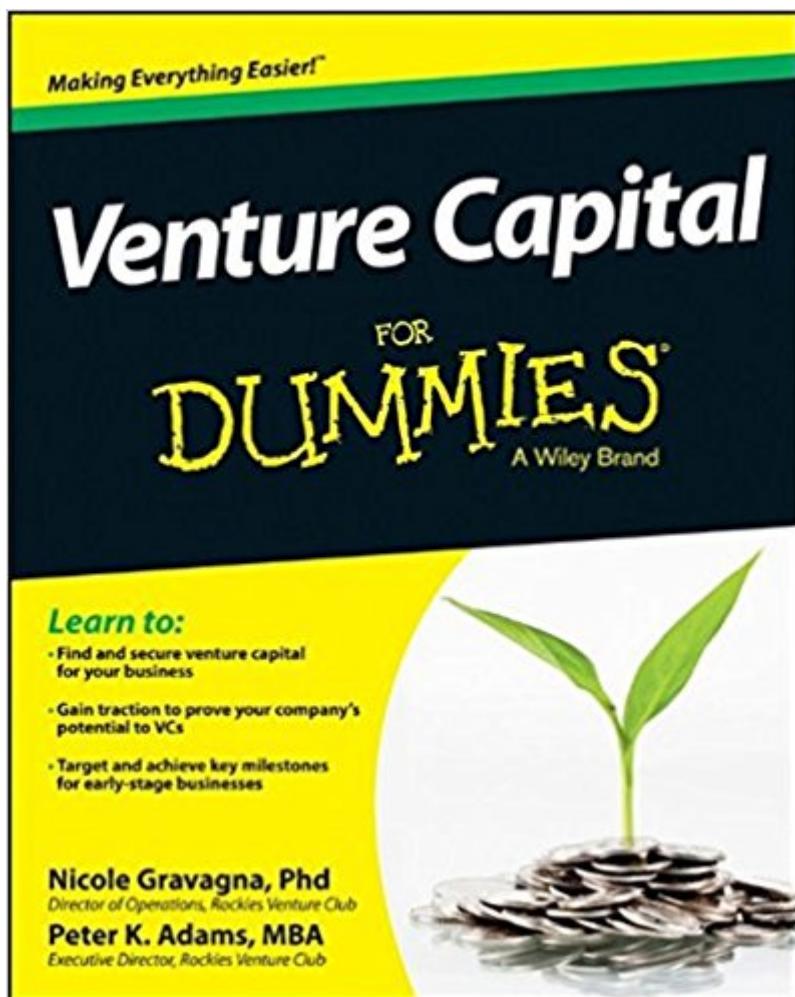


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# Venture Capital For Dummies



## **Synopsis**

Secure venture capital? Easy. Getting a business up and running or pushing a brilliant product to the marketplace requires capital. For many entrepreneurs, a lack of start-up capital can be the single biggest roadblock to their dreams of success and fortune. *Venture Capital For Dummies* takes entrepreneurs step by step through the process of finding and securing venture capital for their own projects. Find and secure venture capital for your business Get your business up and running Push a product to the marketplace If you're an entrepreneur looking for hands-on guidance on how to secure capital for your business, the information in *Venture Capital For Dummies* gives you the edge you need to succeed.

## **Book Information**

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## **Customer Reviews**

Secure venture capital? Easy. Getting a business up and running or pushing a brilliant product to the marketplace requires capital. For many entrepreneurs, a lack of start-up capital can be the single biggest roadblock to their dreams of success and fortune. If you're an entrepreneur looking for hands-on guidance on how to secure capital for your business, *Venture Capital For Dummies* takes you step by step through the process and gives you the edge you need to succeed. Nothing ventured, noting gained â “ get up-to-speed on venture capital basics, find out if working with a VC is right for you, and understand alternatives to VCs Mirror, mirror on the wall â “ find ways to become attractive to venture capitalists, position your company (not the product), cultivate relationships, and provide an exit strategy It's a deal â “ grasp the ins and outs of structuring pre-VC deals, leading the risk conversion, telling your valuation story, and negotiate your terms Pitch it â “

discover how to pitch to investors, from planning the pitch to making the presentation and everything in between. Open the book and find: How a venture capital fund works. What venture capitals look for. Ways to get into the venture capitalist mindset. Advice on creating an online persona for your company. Tips for making contact with investors. The importance of cultivating relationships. How to position your company to appeal to investors. Ten ways to lose the deal (and how to avoid them). Learn to: Find and secure venture capital for your business. Gain traction to prove your company's potential to VCs. Target and achieve key milestones for early-stage businesses.

Nicole Gravagna, PhD, Director of Operations, and Peter K. Adams, MBA, Executive Director for the Rockies Venture Club, connect entrepreneurs with angel investors, venture capitalists, service professionals, and other business and funding resources.

I purchased this book shortly after it was published, read it, put it away, picked it back up again, put it away. I find it a valuable and concise resource. Briefly, my story: our Health IT company has been angel funded for the last couple of years and we are ready to move to the next step. This may be additional angel monies, pitching to VCs, or pursuing a business development deal with larger health IT company. I read the book initially right after we secured our funding (and honestly wish I had read it before). My background is in publishing and for the last 18 years, healthcare software with a larger company and more recently a development role in a prior start-up. Besides being very well written, comprehensive yet to the point, it is composed in a way that is motivating because it encourages you to think from the other side of the table. How can you best structure and package your start-up's financial strategy given your talent core, your market, your opportunity and your strengths to best frame it for the person who writes your next check? How do we go about building the necessary connections and relationships required in this arena to best ensure our success? Certainly no book can give you all the answers, but *Venture Capital for Dummies* encourages you to be analytical and consider various points of view and pathways. The book challenges you to think about what funding paths you can take based upon where you are in the start-up continuum, and what outcomes you might expect based upon those choices. Admittedly, we are in the throes of that decision at this point in time. As I read and reflect, I'm better equipped to apply the concepts and processes to my situation, and to think more practically/strategically about the business and how to prepare for the next phase of financing. Whether you need a one-stop reference, or are inclined to read cover-to-cover, I

recommend purchasing this book before you organize and move forward with your start up.

Great resource for the ins and outs of Venture Capital, the mindset of a Venture Capitalist, the types of companies that VC's look for, and how to communicate with them. It's a typical Dummies book because it presents the material in a very easy to understand manner, but this could be a text book at a top MBA program because it's so thorough. It talks about alternatives to VC funding such as Angels and Crowdfunding, deal structuring, company valuation, negotiating with VC's, and more. This should be required reading for every entrepreneur.

Venture Capital for Dummies is a must read for every entrepreneur. It does not only give insight in the world of raising money, it also helps you to understand the financial dynamics surrounding your venture. As a startup mentor, this book is on the top 5 list of recommendations for startup founders.

Excellent book packed with valuable, detailed and practical information. Very easy to read, even for those, whose first language is not English.

I've had this book on my desk for the past few weeks. It is helping me prepare for the presentation of a lifetime. The material covered is exactly what I need to read to get ready. I've met one of the writers @Peter Adams and I can personally vouch for the authenticity of the authors. October 5th I was fortunate enough to speak with @NicoleGravagna and she's incredible.

Good basics..

Great work making complex concepts easy to understand. Particularly good work in the "pitch" section. Highly recommend to all entrepreneurs

Very practical and concise. These are the opinions of course, of the authors and others may differ as to details. Nevertheless, this is a great place to start.

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