
The Art Of Startup Fundraising Pitching Investors Negotiating The Deal And Everything Else Entrepreneurs Need To Know

How to Turn Your Entrepreneurial Passion into a Thriving Business

Trajectory: Startup

Raise Capital on Your Own Terms

The Business of Venture Capital

Get Funded!: The Startup Entrepreneur's Guide to Seriously Successful Fundraising

The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything

A Trainer's Manual

The Step-By-Step Guide for Building a Great Company

How Venture Capital Works

Be Smarter Than Your Lawyer and Venture Capitalist

Why Startups Fail

How To Present Your Business And Secure Investors

The Startup Playbook

Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams

The Fundraising Strategy Playbook

Venture Capital and How to Get It

The Fundraising Rules

The Startup Funding Book

The Six Secrets of Raising Capital

An Insider's Guide for Entrepreneurs

Get Backed

The Art of Startup Fundraising

Startup Life

How to Raise \$1 Million for Your Startup - Even Outside of Silicon Valley

Founder's Pocket Guide: Startup Valuation

How Investors Think and What They Need to Hear to Fund Your Startup

Venture Capital For Dummies

Surviving and Thriving in a Relationship with an Entrepreneur

America's Leading Entrepreneurial Experts Reveal the Secrets to Building a Block buster Business

Insights from Leading Practitioners on the Art of Raising a Fund, Deal Structuring, Value Creation, and Exit Strategies

The Startup Owner's Manual

Secrets of the Fastest-Growing Startups from Their Founding Entrepreneurs

Venture Deals
The Art of the Start 2.0
Founder's Pocket Guide: Term Sheets and Preferred Shares
A New Roadmap for Entrepreneurial Success
Mastering the VC Game
Wired for Thought
The Pitch Deck Book
How the Brain is Shaping the Future of the Internet

*The Art Of
Startup
Fundraising
Pitching
Investors
Negotiating
The Deal And
Everything
Else
Entrepreneurs
Need To Know*

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ALANNAH RYAN

*How to Turn Your
Entrepreneurial Passion
into a Thriving Business*
SAGE Publishing India
A Wall Street Journal
Bestseller! What are
venture capitalists saying
about your startup behind
closed doors? And what
can you do to influence
that conversation? If
Silicon Valley is the
greatest wealth-
generating machine in the
world, Sand Hill Road is its
humming engine. That's
where you'll find the
biggest names in venture
capital, including famed
VC firm Andreessen
Horowitz, where lawyer-
turned-entrepreneur-
turned-VC Scott Kupor
serves as managing
partner. Whether you're
trying to get a new
company off the ground

or scale an existing
business to the next level,
you need to understand
how VCs think. In *Secrets of Sand Hill Road*, Kupor
explains exactly how VCs
decide where and how
much to invest, and how
entrepreneurs can get the
best possible deal and
make the most of their
relationships with VCs.
Kupor explains, for
instance: • Why most VCs
typically invest in only
one startup in a given
business category. • Why
the skill you need most
when raising venture
capital is the ability to tell
a compelling story. • How
to handle a "down round,"
when startups have to
raise funds at a lower
valuation than in the
previous round. • What to
do when VCs get too
entangled in the day-to-
day operations of the
business. • Why you need
to build relationships with
potential acquirers long
before you decide to sell.
Filled with Kupor's
firsthand experiences,
insider advice, and
practical takeaways,

Secrets of Sand Hill Road
is the guide every
entrepreneur needs to
turn their startup into the
next unicorn.

Trajectory: Startup John
Wiley & Sons

The Internet is more than
just a series of
interconnected computer
networks: it's the first real
replication of the human
brain outside the human
body. To leverage its
power, you first need to
understand how the
Internet has evolved to
take on similarities to the
brain. This engaging and
provocative book provides
the answer.

*Raise Capital on Your Own
Terms* 1x1 Media

The bible of grassroots
fundraising, updated with
the latest tools and
methods *Fundraising for
Social Change* is the
preeminent guide to
securing funding, with a
specific focus on
progressive nonprofit
organizations with
budgets under \$5 million.
Used by nonprofits
nationally and
internationally, this book

provides a soup-to-nuts prescription for building, maintaining, and expanding an individual donor program. Author Kim Klein is a recognized authority on all aspects of fundraising, and this book distills her decades of expertise into fundraising strategies that work. This updated seventh edition includes new information on the impact of generational change, using social media effectively, multi-channel fundraising, and more, including expanded discussion on retaining donors and on legacy giving. Widely considered the 'bible of grassroots fundraising,' this practically-grounded guide is an invaluable resource for anyone who has to raise money for important causes. A strong, sustainable fundraising strategy must possess certain characteristics. You need people who are willing to ask and realistic goals. You need to gather data and use it to improve results, and you need to translate your ideas in to language donors will understand. A robust individual donor program creates stable and long-term cash flow, and this book shows you how to structure your fundraising

appropriately no matter how tight your initial budget. Develop and maintain a large base of individual donors Utilize strategies that pay off sooner rather than later Expand your reach and get your message out to the donor pool Translate traditional fundraising methods into strategies that work for social justice organizations with little or no front money Basing your fundraising strategy on the contributions of individual donors may feel like herding cats—but it's the best way for your organization to maintain maximum freedom to pursue the mission that matters. A robust, organized, planned approach can help you reach your goals sooner, and Fundraising for Social Change is the field guide for putting it all together to make big things happen.

The Business of Venture Capital

"O'Reilly Media, Inc." Real life insights on what it takes to make it in a relationship with an entrepreneur Entrepreneurs are always on the go, looking for the next "startup" challenge. And while they lead very intensely rewarding lives, time is always short and relationships are often

long-distant and stressed because of extended periods apart. Coping with these, and other obstacles, are critical if an entrepreneur and their partner intend on staying together—and staying happy. In Startup Life, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his own personal experiences with his wife Amy, offering a series of rich insights into successfully leading a balanced life as a human being who wants to play as hard as he works and who wants to be as fulfilled in life and in work. With this book, Feld distills his twenty years of experience in this field to addresses how the village of startup people can put aside their workaholic ways and lead rewarding lives in all respects. Includes real-life examples of entrepreneurial couples who have had successful relationships and what works for them Provides practical advice for adapting to change and overcoming the inevitable ups and downs associated with the entrepreneurial lifestyle Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and

successful entrepreneur for more than twenty years. While there's no "secret formula" to relationship success in the world of the entrepreneur, there are ways to making navigation of this territory easier. *Startup Life* is a well-rounded guide that has the insights and advice you need to succeed in both your personal and business life. [Get Funded!: The Startup Entrepreneur's Guide to Seriously Successful Fundraising](#) John Wiley & Sons

It takes passion to start a new business. But that same entrepreneurial enthusiasm can also lead you astray. Over six million Americans start businesses every year. That's 11 startups a minute launched by passionate dreamers hoping to transform their lives for the better. But a huge gap exists between the skyrocketing levels of desire and what entrepreneurs actually achieve. The harsh reality is that most new businesses fail within a few years of launch. Why do so few startups make it? And what distinguishes those that do succeed? Entrepreneur, consultant, and investor John Bradberry set out to discover the answer and

came to a surprising conclusion that the passion that drives and energizes so many founders is also the very thing that leads many of them astray. Filled with compelling real-life stories of both success and failure, this groundbreaking book reveals the key principles entrepreneurs must follow to ensure their big idea is on the right track. In *6 Secrets to Startup Success*, readers will learn how to: Convert their passion into economic value with a moneymaking business model → Improve their readiness to launch and lead a new venture → Manage funding and cash flows → Chart a path to breakeven and beyond → Avoid the pitfalls that often accompany unfettered passion → Build the stamina needed to persevere over time. Complete with indispensable tools including an assessment to gauge a venture's strengths and weaknesses, *6 Secrets to Startup Success* will help entrepreneurs everywhere turn their dreams into reality.

The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything Berrett-Koehler

Publishers

Have a startup idea? Want to launch it fast? People often spend years on working on startup ideas that fail—and they could have known long before, had they asked the hard questions earlier. Five-time tech founder Dave Parker has been there, and in *Trajectory: Startup* he offers a path to get you from ideation to launch and revenue in just six months. With a track record of starting companies from scratch, raising both angel and venture capital, and participating in eight exits as founder, operator, and board member, Parker's experience is practical and actionable. Having sold three of his own startups and closed two, Parker learned just as much from his failures as from his successes, and he brings this wit and wisdom into his writing in a transparent way. Parker shares advice on: • What makes a good idea that makes money • Recruiting and working with cofounders • Asking customers what product they want (customer development) • How to build a tech product even as a non-tech founder • How to get out of your head, ship a product, and make your first sale

Trajectory: Startup removes the mystery from the startup process and outlines a roadmap of tasks and timeframes, with monthly milestones and resources. This pre-accelerator program will help you get the momentum you need. Skip the Executive MBA and go make money! This guide makes starting a company accessible to a broad range of founders, investors, and employees who have the spark of innovation and drive to follow their dreams.

A Trainer's Manual 1x1 Media

Outlines the managerial decisions and leadership goals that guide a startup business to success, and provides tips and advice from the founders of such companies as Spanx, Zipcar, Flickr, Honest Tea, and LinkedIn.

The Step-By-Step Guide for Building a Great Company

Harvard Business Press

Why do promising companies run out of money? How do you raise capital to effectively achieve your milestones and bring your vision to life? How do you tailor your fundraising plan to your exit strategy and bring on investors aligned with your goals? Imagine selling your company for

\$50 million, and walking away with little money in the bank to show for it. This is a surprisingly common scenario that can be prevented with good fundraising advice. Packed with insights from legendary venture capitalists such as Brad Feld (The Foundry Group), to innovation enthusiasts like Jason Feifer (Editor in Chief of Entrepreneur Magazine), this book provides a refreshing perspective on how startup founders should approach raising capital for their companies.

Whether you're a first-time startup founder looking to get up to speed on everything you need to get started with a fundraise or an experienced founder interested in learning about how to strategically finance your company for its long term success, this book is just the resource for you. In this book, you'll learn how to: Deliver a compelling pitch Understand how investors evaluate companies Tailor your fundraising plan to your exit strategy Complement raising venture capital funding with alternative sources of financing (including non-dilutive sources) Effectively raise a round of financing Filled with

answers to the questions you wish you could ask the most acclaimed entrepreneurs and investors, this is the entrepreneur's playbook on how to intelligently raise capital for the long term success of their startup. Collectively ingrained in this book are insights from Kleiner Perkins, Floodgate Capital, Accel, Techstars, 500 Startups, Cowboy Ventures, StartEngine, and more. This book covers: Part 1) Fundraising Fundamentals (sources of capital, venture capital fundraising process, and more) Part 2) Elements + Design Principles of a Pitch Deck Part 3) The Art of Persuasive Pitching Part 4) Fundraising Strategy (how to plan a raise, types of investments, designing your funding stack, evaluating founder/funder fit, and more) Part 5) Fundraising Strategy for Female Founders Part 6) Fundraising Strategy for International Companies Arooj Sheikh is an international speaker and startup advisor that speaks on entrepreneurship and fundraising strategy. From working with venture capital firms, venture studios, startup accelerators, to having

founded her own startup - she has worked with every major player in the startup ecosystem. Arooj is on a mission to empower world-changing ideas.

How Venture Capital Works AMACOM

Times are changing in today's digital world. With the boom of new startups and eCommerce platforms, old marketing techniques might not be the best option for new businesses today. If you are an entrepreneur, founder/part of a startup or in eCommerce, this book is for you. In *The Art of Marketing: Innovative Strategies for Entrepreneurs, Startups and eCommerce*, I will teach you how to use new and innovative marketing techniques and strategies to:

- build an audience -
- establish a social media presence using social media and content marketing
- increase revenue and profit -
- improve your business -- even if you are just starting out. -and way more!

As the marketing director of Peerbuds, founder of a nonprofit apparel brand, blogger, marketing enthusiast and someone who just loves the art of marketing, I have read, utilized and studied hundreds of books

and articles on the subject of marketing for the new age of startups and businesses. Whether you are an entrepreneur, college dropout who decided to start a business or both, you will benefit from this book by implementing the how-to's, tips and tricks used by many of the greatest startups and businesses you know today.

Companies like Airbnb, Dropbox, Uber, Instagram and literally hundreds more have all utilized and benefitted from strategies that are found in this exact book -- and you can too. I promise that if you use what you learn from *The Art of Marketing: Innovative Strategies for Entrepreneurs, Startups and eCommerce*, you will see an increase in users, improve the image of your business, draw more attention from potential customers, help them solve their needs and ultimately lead them to purchase your product or service. Many marketing books all have one mistake in common: they are intended to be learned in classroom environments. They are too theoretical and difficult to utilize in a practical situation. However, this book will teach you actionable

strategies you will be able to use the very same day. Don't be the person who misses out on the incredible opportunity to learn and use these effective marketing techniques today. Be the kind of person others look at and say "I don't know how they did it. I wish I knew what they knew." Be the kind of person who takes action today. The things you are about to learn will catapult your success in business by using effective and proven marketing strategies that modern companies today are using. Each chapter will teach you something new and something you can use today. Pick up your copy of *The Art of Marketing: Innovative Strategies for Entrepreneurs, Startups and eCommerce!*

[Be Smarter Than Your Lawyer and Venture Capitalist](#) HarperCollins

The venture capital world is often intimidating and hard to navigate, even for the most seasoned entrepreneurs. But it doesn't have to be. Entrepreneurs who run effective fundraising processes don't do it by accident. With this book, you'll learn what it takes to successfully raise a round of funding for your

company. Author Katherine Hague explains how the venture capital industry works, and walks you through each step necessary to plan, execute, and optimize your own fundraising round. Packed full of exercises, checklists, and templates, this book guides you through the process from start to finish. It's ideal for entrepreneurs raising later rounds of capital, as well as those just starting out. Gain an understanding of core venture capital concepts and standards Learn how to develop and hone an investor pitch Come away with a plan to hit the fundraising trail for your company Develop the confidence you need to negotiate key terms in a funding deal Understand best practices in fundraising, and learn how to avoid the top 10 fundraising mistakes

Why Startups Fail
BenBella Books

The best entrepreneurs balance brilliant business ideas with a rigorous commitment to serving their customers' needs. If you read nothing else on entrepreneurship and startups, read these 10 articles by experts in the field. We've combed through hundreds of

articles in the Harvard Business Review archive and selected the most important ones to help you build your company for enduring success. Leading experts and practitioners such as Clayton Christensen, Marc Andreessen, and Reid Hoffman provide the insights and advice that will inspire you to:

- Understand what makes entrepreneurial leaders tick
- Know what matters in a great business plan
- Adopt lean startup practices such as business model experimentation
- Be prepared for the race for scale in Silicon Valley
- Better understand the world of venture capital--and know what you'll get along with VC funding
- Take an alternative approach to entrepreneurship: buy an existing business and run it as CEO

This collection of articles includes "Hiring an Entrepreneurial Leader," by Timothy Butler; "How to Write a Great Business Plan," by William A. Sahlman; "Why the Lean Start-Up Changes Everything," by Steve Blank; "The President of SRI Ventures on Bringing Siri to Life," by Norman Winarsky; "In Search of the Next Big Thing," an interview with Marc Andreessen by Adi

Ignatius; "Six Myths About Venture Capitalists," by Diane Mulcahy; "Chobani's Founder on Growing a Start-Up Without Outside Investors," by Hamdi Ulukaya; "Network Effects Aren't Enough," by Andrei Hagiu and Simon Rothman; "Blitzscaling," an interview with Reid Hoffman by Tim Sullivan; "Buying Your Way into Entrepreneurship," by Richard S. Ruback and Royce Yudkoff; and "The Founder's Dilemma," by Noam Wasserman.

How To Present Your Business And Secure Investors
Nhn Ventures
APS

"Straight Talk for Startups memorializes age-old best practices and empowers both experienced and new investment professionals to beat the odds."—David Krane, CEO, Google Ventures

"Straight Talk for Startups is filled with real, raw, and fact-based 'rules of the road' that you need to know when diving into our ultra-competitive startup world. A must read and a re-read!"—Tony Fadell, Coinventor of the iPod/iPhone & Founder of Nest Labs Veteran venture capitalist Randy Komisar and finance executive Jantoon Reigersman share no-

nonsense, counterintuitive guidelines to help anyone build a successful startup. Over the course of their careers, Randy Komisar and Jantoon Reigersman continue to see startups crash and burn because they forget the timeless lessons of entrepreneurship. But, as Komisar and Reigersman show, you can beat the odds if you quickly learn what insiders know about what it takes to build a healthy foundation for a thriving venture. In *Straight Talk for Startups* they walk budding entrepreneurs through 100 essential rules—from pitching your idea to selecting investors to managing your board to deciding how and when to achieve liquidity. Culled from their own decades of experience, as well as the experiences of their many successful colleagues and friends, the rules are organized under broad topics, from "Mastering the Fundamentals" and "Selecting the Right Investors," to "The Ideal Fundraise," "Building and Managing Effective Boards," and "Achieving Liquidity." Vital rules you'll find in *Straight Talk for Startups* include: The best ideas originate from founders who are users. Create two business

plans: an execution plan and an aspirational plan. Net income is an option, but cash flow is a fact. Don't accept money from strangers. Personal wealth doesn't equal good investing. Small boards are better than big ones. Add independent board members for expertise and objectivity. Too many unanimous board decisions are a sign of trouble. Choose an acquirer, don't wait to be chosen. Learn the rules by heart so you know when to break them. Filled with helpful real-life examples and specific, actionable advice, *Straight Talk for Startups* is the ideal handbook for anyone running, working for, or thinking about creating a startup, or just curious about what makes high-potential ventures tick.

The Startup Playbook
John Wiley & Sons
The Art of Startup Fundraising
Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know
John Wiley & Sons
Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams
McGraw Hill Professional
Crack the Funding Code
demystifies the world of angel investing, venture capital, and corporate

funding and lays out a strategic pathway for any entrepreneur to secure funding fast. Lack of funding is one of the biggest reasons small businesses fail. In 2016 in the United States alone, more than 31 percent of small business owners reported that they could not access adequate capital, and the lack of capital prevented them from growing the business/expanding operations, increasing inventory, or financing increased sales. Most business owners believe that their only feasible funding options are (1) savings or personal credit, (2) friends and family or (3) bank loans. They may have heard about venture capitalists or angel investors, but they don't have enough information about what these investors do, what they can provide for a business, and on what terms. What's worse, entrepreneurs often don't know how to access the people who are looking to put their money into young companies with potential. Finally, business owners don't have enough expertise to navigate the treacherous waters of outside funding. Many small companies don't believe they are the

type of company that gets funded. Even when business owners are brave enough to look for the right outside investors, they don't know how to create the compelling pitches or how to structure the deals that will get them the funding to expand and grow. Crack the Funding Code will show readers how to find the money, create pitches that attract investors, and then structure fair, ethical deals that will bring them new sources of outside capital and invaluable professional advice. It will give readers the broader perspective—how funding works, how investors think, and what they need to hear to put their money where your mouth is. Every entrepreneur who reads this book will get easy-to-follow deal checklists, a roadmap of where and how to locate the best funding resources and top business mentors for their particular industry and/or geographical location, and a step-by-step process to create pitches that make their idea or business irresistible.

The Fundraising Strategy Playbook Currency

You've got yourself a startup! But now where's the funding going to come

from? In this day and age, creating a startup seems to be an easy process. After some meetings with an equally passionate cofounder, you discover you have a creative idea, the outline of a business plan, and a willingness to spend nights and weekends doing really hard work. But most startup founders have never run a company--much less had to secure funding to reach crucial milestones. If you don't get the funding you need, you may either make progress at a snail's pace, or you may have to give up altogether. With stakes this high, improving a startup founder's odds of fundraising successfully--even just a little--can make a huge difference in the outcome of a venture. In this informative and enlightening book, Gordon Daugherty demystifies the fundraising process that takes place during the early phases of a startup's evolution. Every founder cares about the valuation they will be able to negotiate with investors, and anyone who has attempted fundraising has encountered numerous debates about the valuation they're asking for. Startup Success dedicates a whole chapter to negotiating valuation,

which, in the end, involves a serious combination of art and science to execute effectively. Daugherty's book serves as a valuable educational and planning tool for use before the fundraising campaign begins and a reference guide for interacting and negotiating with investors after things get underway. Startup Success is written in a logical sequence that follows the general life cycle of planning and executing a successful fundraising campaign. Actionable tips, tricks, and aha realizations will have readers dog-earing pages and highlighting passages for future reference. The author's own words tell it all: "I decided to write something different that best exploits the gray in my hair and the hard lessons I've learned." Any startup founder, advisor, or angel investor--regardless of their experience level--will come away with improved skills and an increased knowledge base. Gordon Daugherty is a seasoned business executive, entrepreneur, startup advisor, and investor. He has made more than 200 investments in early-stage companies as a venture fund manager and angel investor, and he has been

involved in raising more than \$80 million in growth and venture capital.

Venture Capital and How to Get It John Wiley & Sons

“Anyone who comes to pitch on Shark Tank should read this book first!” —Barbara Corcoran, ABC's Shark Tank “I have seen literally thousands of companies trying to raise capital and know that a great pitch deck is critical. This book gives you the playbook for creating yours.” —Naval Ravikant, cofounder and CEO, AngelList “I raised twice the amount of money I set out to in a mere five weeks. I'm naming my firstborn child after the Evans.” —Slava Menn, cofounder and CEO, Fortified Bicycle HOW DO YOU LAUNCH THE VENTURE OF YOUR DREAMS? Get Backed isn't just about startup fundraising. It's a handbook for anyone who has an idea and needs to build relationships to get it off the ground. Over the last 3 years, entrepreneurs Evan Loomis and Evan Baehr have raised \$45 million for their own ventures, including the second largest round on the fundraising platform AngelList. In Get Backed, they show you exactly

what they and dozens of others did to raise money—even the mistakes they made—while sharing the secrets of the world's best storytellers, fundraisers, and startup accelerators. They'll also teach you how to use “the friendship loop”, a step-by-step process that can be used to initiate and build relationships with anyone, from investors to potential cofounders. And, most of all, they'll help you create a pitch deck, building on the real-life examples of 15 ventures that have raised over \$150 million. What's in the book? • The original pitch decks and fundraising strategies of 15 ventures that raised over \$150 million • Email scripts that will get you a meeting with angel investors, venture capitalists, and potential board members • Pitching exercises developed by startup talent beds like Stanford University's d.school and Techstars • A breakdown of the 10 essential pitch deck slides, how to create them, and what questions you should answer with each • An overview of the 5 main funding sources for startups, the pros and cons of each, and who the big players are • A crash-course in visual and

presentation design that will make any deck beautiful • Templates for 4 stories every entrepreneur should know how to tell • The story of one entrepreneur who showed up in Silicon Valley with no network and six months later had investments from Fred Anderson, Bono, and Peter Thiel Get Backed will show you exactly what it takes to get funded and will give you the tools to make any idea a reality.

The Fundraising Rules
Penguin

Entrepreneurs who dream of building the next Amazon, Facebook, or Google can take advantage of one of the most powerful economic engines the world has ever known: venture capital. To do so, you need to woo, impress, and persuade venture capitalists to take a risk on an unproven idea. That task is challenge enough. But choosing the right investor can be harder still. Even if you manage to get backing, you want your VC to be a partner, not some adversary who will undermine your vision in order to make a quick return. Jeffrey Busgang is one of a few people who have played on both sides of this high-stakes game.

By his early thirties, he had helped build two successful start-ups-one went public, the other was acquired. Now he draws on his experience and unique perspective on the "other side" as a venture capitalist helping entrepreneurs bring their dreams to fruition. Bussgang offers detailed insights, colorful stories, and practical advice gathered from his own experience as well as from interviews with dozens of the most successful players on both sides of the game, including Twitter's Jack Dorsey and LinkedIn's Reid Hoffman. He reveals how to get noticed, perfect a pitch, and negotiate a partnership that works for everyone. An insider's guide to the secrets of the world venture capital, *Mastering the VC Game* will prove invaluable for entrepreneurs seeking capital and successful partnerships.

The Startup Funding Book
Penguin

This easy to follow guide helps startup founders understand the key moving parts of an investment term sheet, and review typical preferred share rights, preferences, and protections. Along the

way, we also provide easy-to-follow examples for the most common calculations related to preferred share equity deals. Expanding on these fundraising concepts, this *Founder's Pocket Guide* helps startup founders learn: What a term sheet is and how to summarize the most important deal terms for your fundraising and startup building goals. How preferred stock shares differ from common shares, with review of how each key preferred share right and preference is tied to the investor's shares. Key terms and definitions associated with equity fundraising, such as pre-money valuation, founder dilution, and down round. How to decipher legalese associated with a term sheet deal, such as pro rata, fully diluted, and pari passu. The full list of the most common term sheet clauses, their plain English meaning, and their importance to an early-stage investment deal. Simple math for the key term sheet financial aspects, including calculating fully diluted shares outstanding, investor equity ownership percentages, and the impact of option pools on founder dilution. Example exit scenarios, showing

how term sheet deal points impact how exit proceeds get divided among investors and founders.

The Six Secrets of Raising Capital

Apress
Learn how to sell your startup from an acquisition expert Many entrepreneurs dream of the day their company is acquired and they secure a perfect exit. But information about the process of getting your business acquired usually comes from expensive investment bankers who typically advise late-stage startups. In *Selling Your Startup*, serial entrepreneur Alejandro Cremades delivers an accessible guide on how to sell your startup. With first-hand experience as a fully exited entrepreneur, investment banker, and lawyer, Cremades describes the tips and tricks startup founders need to sell their early-stage to growth-stage business. In this book, you'll discover: The role that investment bankers play in the acquisition process, how they add value, and how to break down their fees Preparing your company for sale, including compiling a pitch book, putting its finances in order, and building a target list of

potential acquirers How to get to a Letter of Intent, perform due diligence, and reach a purchase agreement Perfect for entrepreneurs of all kinds, Selling Your Startup is a must-have roadmap to the practical realities of company acquisition and contains proven guidance on crafting your perfect exit.

An Insider's Guide for Entrepreneurs 1x1 Media

The Fundraising Rules is a very clear explanation of the startup fundraising process, written by a person who has been on both sides of the fundraising process as a venture capitalist, angel investor and venture-backed startup founder. This book will guide you through the fundraising process from planning your fundraising strategy, to creating pitch materials, to getting the meeting, to closing the deal. You can read more about Mark Peter Davis, the author, on his blog <http://mpd.me> or follow him on Twitter <http://twitter.com/mpd>.
WHAT PEOPLE ARE SAYING: "THIS IS VERY CLEAR!" - Julien Smith, NY Times Best Selling Author and Startup CEO "A practical guide from someone who has seen thousands of pitches -

read it to get the inside track on how to get funded with the least amount of pain." - Jeff Busgang, General Partner of Flybridge Capital Partners & Author of Mastering the VC Game "The Fundraising Rules should be required reading for entrepreneurs raising any round of capital. These tools will increase your odds of successfully getting funded, raising the right amount of money at the right valuation, and starting off the relationship with your investors in the best possible way." - Jed Katz, Managing Director of Javelin Venture Partners, Co-Founder of Rent.net & Move.com "This book is a clear step-by-step guide to the funding process and a great reference for founders preparing for that rite of passage." - Erick Schonfeld, Executive Producer at DEMO & Former Editor of TechCrunch
A NOTE FROM THE AUTHOR: Many of the world's best entrepreneurs are bad at fundraising. At first, I didn't understand why, since the skills used in fundraising are many of the same skills used to create businesses. Over time, however, the reason these athletes

underperform became clear. They don't possess a fundamental understanding of the fundraising process. They have the skills, but not the knowledge. My mission in writing this book is to illuminate the fundraising process so that engaging these venture capitalists is no longer like walking in the dark. I will provide a detailed account of both the key steps in fundraising and the rationale behind them. The information should help entrepreneurs see through the eyes of the venture capital investor, enabling them to better understand motivations of investors and how best to engage them.
ABOUT THE AUTHOR: Mark Peter Davis is a serial entrepreneur, community organizer and venture capitalist. He is a Venture Partner at High Peaks Venture Partners and a co-founder of Venwise, Devspark, Founder Shield and several other companies. Mark is the author of a blog (mpd.me) that addresses industry topics and offers guidance to entrepreneurs on how to raise venture capital. Mark is also an occasional contributor to a number of industry news services, including PE Hub,

Mashable, OPENForum, Business Insider and Inc.com.