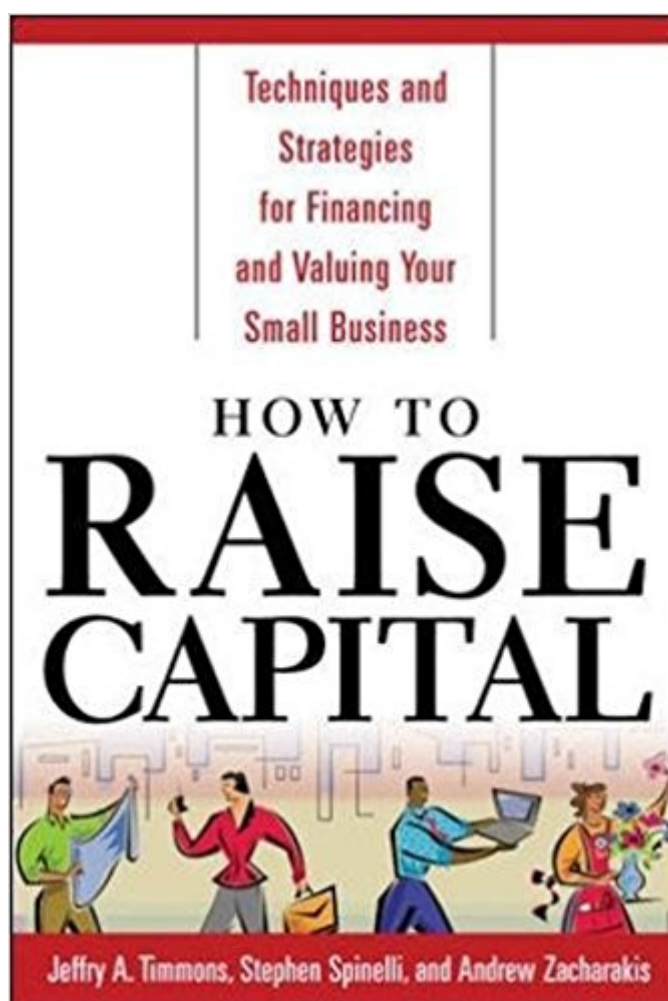


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# How To Raise Capital : Techniques And Strategies For Financing And Valuing Your Small Business



## Synopsis

The entrepreneur's step-by-step guide to venture capital--where to find it, how to secure it, and what to do with it Fewer than 40 percent of entrepreneurs seeking new business funding each year actually get that funding. How to Raise Capital improves those odds, providing prospective as well as current business owners with the knowledge they need to prepare an effective loan proposal, locate a suitable investor, negotiate and close the deal, and more. The all-star team of entrepreneurial experts behind How to Raise Capital gives readers top-level educational theory with hands-on, real-world knowledge. This thorough examination of the inner workings of the venture capital industry explores: Resources available to entrepreneurs, from SBA loans to angel investors Proven strategies for identifying and approaching equity sources Characteristics of a "superdeal"--from the investor's perspective

## Book Information

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## Customer Reviews

The entrepreneur's guide to money--where to find what you need to build your business, how to value the business you build, and more America is the land of the entrepreneur. We lead the industrialized world in people who pursue their own businesses, and build their own dreams. Yet for too many this dream becomes a nightmare, a never-ending cycle of scrambling for financial resources as customers and growth fly out the door to their competitors. How to Raise Capital provides a battle-tested, step-by-step plan you can follow to create the financial foundations necessary for long-term success. Drawing on the authors' unmatched experience in the start-up

trenches, along with literally dozens of high-profile, real-life examples of entrepreneurial success and failure, this straight-talking book will show you how to: Locate and negotiate with the funding resources that are right for you, from SBA lenders to angel investors Anticipate and overcome the four key mistakes that stifle small business growth THINK BIG--Because if you're going to be exhausted anyway, you may as well be exhausted and wealthy! Less than 40 percent of entrepreneurs seeking new business funding each year actually get that funding. Let How to Raise Capital tell you everything you need to know to finance your idea, then transform your idea into a successful business--and a positive, long-lasting legacy.

Jeffrey A. Timmons (Greenfield, NH) is the director of the Price-Babson College Fellows Program at Babson College. Stephen Spinelli (Longmeadow, MA) is the founder of Jiffy Lube International and director of Babson's Arthur M. Blank Center for Entrepreneurship. Andrew Zacharakis (Bedford, MA) is the Paul T. Babson Term Chair in Entrepreneurship at Babson.

I've been reading a lot of business books to get information on how to grow my business. Of all those books, this one is mostly fluff. Many of the statements are vague and ambiguous. There isn't much for solid advice. Buzzwords are used everywhere (Do you want a "value-added investor" funding your business?) Numbers and statistics are nonexistent other than a few graphs that look like they were sketched by hand. The author tends to throw lots of questions at you to think about, but doesn't give any advice on the topics. There were a few bits of useful information on how other people will look at your business and value it, but it's not worth reading through the whole book for them. They could have been summarized in a bulleted list on a few sheets of paper. If you're looking for a good book on how to obtain venture capital, check out *Venture Capital Handbook*, by David Gladstone.

Lots of books come and go on this topic. Jeff Timmons and his team get to the core issues and explain them to a non-technical audience.

This was one of my first books on the subject of corporate finance and I recommend it. I'm now studying Finance and I still keep it around.

This book gives good resources available to entrepreneurs that want to start their own business. A book you should also check out is "The Wal-Mart Way" by Don Soderquist, it gives the inside story

of the success of the world's largest company.

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