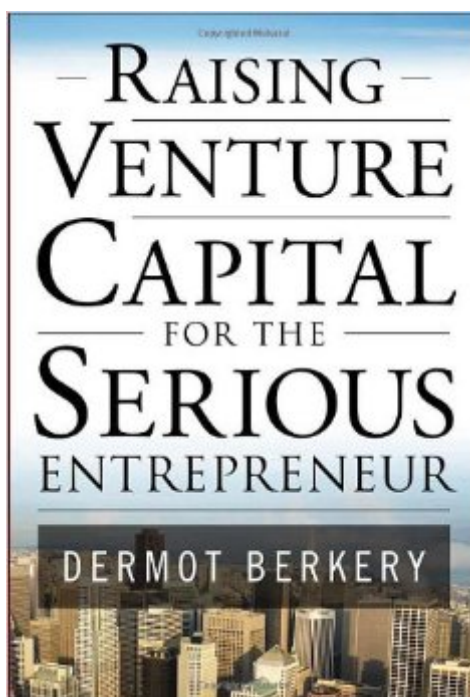


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# Raising Venture Capital For The Serious Entrepreneur



## Synopsis

Have the negotiating edge when getting your new business off the ground. Written by Dermot Berkery, an internationally known venture capitalist with Delta Partners, this complete toolkit thoroughly details how venture capitalists arrange the financing for a company; what they look for in a business plan; how they value a business; and how they structure the terms of an agreement. Within its pages, you'll find everything you need to successfully raise new business capital with the most attractive terms possible. Using informative case studies, detailed charts, and term sheet exercises, *Raising Venture Capital for the Serious Entrepreneur* discusses the basic principles of the venture capital method, strategies for raising capital, methods of valuing the early-stage venture, and proven techniques for negotiating the deal. The author leads you step-by-step through:

Developing a Financing Map  
Getting to the First Stepping Stone  
Understanding the Unique Cash Flow and Risk Dynamics of Early Stage Ventures  
Determining the Amount of Capital to Raise and What to Spend It on  
Learning How Venture Capital Firms Think  
Creating a Winning Business Plan  
Funding Early-Stage Companies  
Agreeing on a Term Sheet with a Venture Capitalist  
Setting Terms for Splitting the Rewards  
Allocating Control between Founders/Management and Investors  
Aligning the Interests of Founders/Management and Investors

This invaluable guide also includes term sheet exercises that test your understanding of various financing situations facing companies. In addition, the book features three extensive case studies: the first covering a fictional start-up company used throughout the book, the second offering a stepping stone map, and the third presenting a term sheet used in practice by venture capitalists.

## Book Information

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## Customer Reviews

I did, so I bought five books. I will review them from worst to best. "Finding an Angel Investor In a Day," by The Planning Shop (2007), told me nothing I didn't know, and I didn't know anything about business plans or angel investors. The title is ludicrous and the advice is obvious, e.g., "Your business plan should be concise, compelling, and irresistible to investors." 1 star. "The ABC's of Writing Winning Business Plans," by Garrett Sutton (2005), walks you through writing business plans for a lawn mowing business and buying a pizza restaurant. If your business is more complicated, this is not the book for you. 1 star. "The Ernst & Young Business Plan Guide," by Brian Ford, Jay Boorstein, and Patrick Pruitt (2007), is a good book but hardly inspiring or insightful. If you follow this book your business plan will be competent but won't grab investors. 3 stars. "Angel Financing for Entrepreneurs," by Susan Preston (2007). This book doesn't explain how to write a business plan, but it explains how to make a 10-minute PowerPoint presentation to investors -- a presentation that will grab investors. For example, one question is "How is your product or technology scalable?" I also learned some of the financials that angel investors look for, such as what IRR is expected. This book helped and inspired me to write an excellent presentation, that became the basis for my business plan. 5 stars. "Raising Venture Capital for the Serious Entrepreneur," by Dermot Berkery (2008). This is a textbook for a business school course about venture capital. This book is full of insights. Every few pages new ideas would compel me to go to my computer and add stuff or rewrite my business plan, for example, Berkery emphasizes the need for clear milestones.

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