

Venture Capital For Dummies

By Nicole Gravagna, Peter K. Adams

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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.

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Editorial Review

From the Back Cover
Secure venture capital?

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- **Nothing ventured, noting gained** – 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** – 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** – grasp the ins and outs of structuring pre-VC deals, leading the risk conversion, telling your valuation story, and negotiate your terms
- **Pitch it** – 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

About the Author
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.

Users Review

From reader reviews:

Joanna Weekley:

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