



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:

Carol Shull:

What do you concerning book? It is not important together with you? Or just adding material when you need something to explain what your own problem? How about your extra time? Or are you busy man? If you don't have spare time to do others business, it is make one feel bored faster. And you have spare time? What did you do? Every individual has many questions above. They must answer that question due to the fact just their can do in which. It said that about publication. Book is familiar in each person. Yes, it is right. Because start from on kindergarten until university need this Venture Capital For Dummies to read.

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