



# 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?**

**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. If you're an entrepreneur looking for hands-on guidance on how to secure capital for your business, *Venture Capital For Dummies* takes you step by step through the process and gives you the edge you need to succeed.

- **Nothing ventured, nothing 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 capitalists 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:**

**Colby McCray:**

This Venture Capital For Dummies book is not ordinary book, you have after that it the world is in your hands. The benefit you obtain by reading this book is usually information inside this reserve incredible fresh, you will get details which is getting deeper anyone read a lot of information you will get. This specific Venture Capital For Dummies without we know teach the one who studying it become critical in imagining and analyzing. Don't always be worry Venture Capital For Dummies can bring whenever you are and not make your carrier space or bookshelves' become full because you can have it in the lovely laptop even phone. This Venture Capital For Dummies having fine arrangement in word in addition to layout, so you will not really feel uninterested in reading.

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**Carol Ramirez:**

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