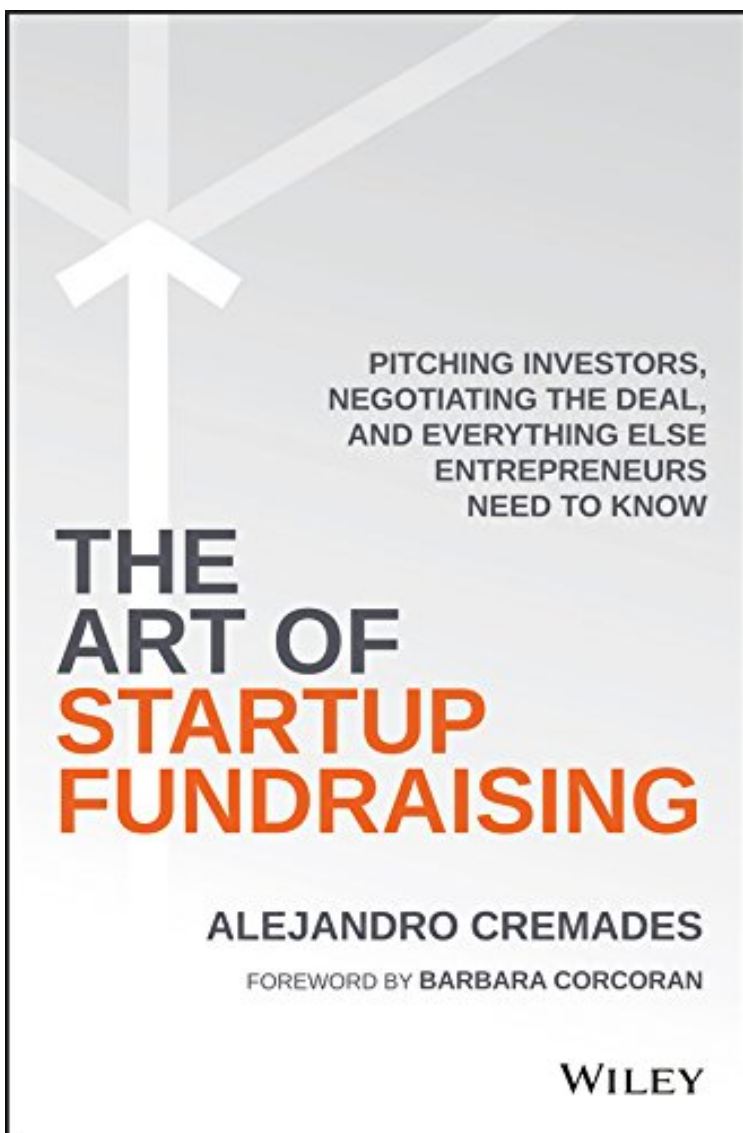


[FREE] The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know

## The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know

*Alejandro Cremades*

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**Alejandro Cremades : The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know:

7 of 7 people found the following review helpful. FAQs for beginners in the startups world By Matias LambertI

recommend this book to all those who are just beginning in the world of startups, regardless of whether they are students or business people. In a few pages, it helps to understand the investor's vision, to determine the steps to follow and to know what to do and what not to do. With just a few dollars and a few hours of reading, you will be saving time and money you would otherwise spend on consultants, which you will now be able to allocate to your ideas and business. Also, a special mention goes to Barbara Corcoran's foreword — a real gem. I have already printed and put in a frame on my desk the phrase "I knew the secret to growing a business fast is to never wait until you're ready". I just hope that investors like this approach to businesses.

2 of 2 people found the following review helpful. Must read for first time start-up founders

By FAV002As a former corporate VP that's taken the plunge into the world of co-founding a start-up, I found *The Art of Startup Fundraising* to be a great overview of the capital raising process. If you haven't had prior start-up experience, the fundraising process can appear highly daunting and a long road of trial and error if you lack the right game plan. Alejandro has laid out a clear, insightful roadmap for how to successfully travel down the path of fundraising your new venture. The book covers a lot of ground on key topics such as: why you should raise capital, how to craft your pitch, how to identify and solicit investors, and how to close investment deals. However, the book doesn't go as deep into some areas that would be beneficial. For example, given that convertible notes are becoming a common method for early stage start-up investment from friends family and angels, it would be nice to see a more detailed explanation of this approach. Perhaps a pros/cons of raising investment using straight equity financing versus convertible note debt financing (or the new SAFE note approach advocated by Y-Combinator and briefly touched on in the book) would be useful for many here. I also like that Alejandro gets into the psychology of investing; what gets a lead investor on board first and the group mentality that can follow with momentum of both the business and the investments raised. Overall the book was a practical and enlightening read and I am using it as the "fundraising handbook" for our start-up. I have tabbed pages with my notes all over the margins that I'm going back to for reference. I also found the book inspirational and motivational — I am now confident that I indeed am capable of getting out there and successfully fundraising for my start-up!

3 of 3 people found the following review helpful. A Wonderful and Useful Book

By Robert S. BeckerAs a founder currently working on my second startup, I warmly recommend the *Art of Startup Fundraising*. It's well written, pragmatic, concise and easy to understand. It's based on the valuable experiences of its expert author, and it is timeless in its relevance. The challenge of competing for investment is always going to be tough, but it loses a lot of its mystery and becomes engaging and enjoyable rather than fearful, thanks to this book.

Startup money is moving online, and this guide shows you how it works. *The Art of Startup Fundraising* takes a fresh look at raising money for startups, with a focus on the changing face of startup finance. New regulations are making the old go-to advice less relevant, as startup money is increasingly moving online. These new waters are all but uncharted — and founders need an accessible guide. This book helps you navigate the online world of startup fundraising with easy-to-follow explanations and expert perspective on the new digital world of finance. You'll find tips and tricks on raising money and investing in startups from early stage to growth stage, and develop a clear strategy based on the new realities surrounding today's startup landscape. The finance world is in a massive state of flux. Changes are occurring at an increasing pace in all sectors, but few more intensely than the startup sphere. When the paradigm changes, your processes must change with it. This book shows you how startup funding works, with expert coaching toward the new rules on the field. Learn how the JOBS Act impacts the fundraising model Gain insight on startups from early stage to growth stage Find the money you need to get your venture going Craft your pitch and optimize the strategy Build momentum Identify the right investors Avoid the common mistakes Don't rely on the "how we did it" tales from superstar startups, as these stories are unique and applied to exceptional scenarios. The game has changed, and playing by the old rules only gets you left behind. Whether you're founding a startup or looking to invest, *The Art of Startup Fundraising* provides the up-to-the-minute guidance you need.

"*The Art of Startup Fundraising* is an easy read with a lot of good advice on how to raise capital. One of the biggest hurdles of early stage companies is fundraising. Entrepreneurs are not experts in this arena which makes this book a worthwhile read." - TONY HSIEH, author of *Delivering Happiness* and CEO of Zappos

"*The Art of Startup Fundraising* is a must read for anyone who even considers starting a business. Fundraising is hard. This book gives you the roadmap to get where you are going. Alejandro Cremades speaks with wisdom and from experience." - TIM DRAPER, Founder of Draper Associates, DFJ, and Draper University

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"Raising capital is often the most daunting and least understood aspects of starting a new business and there are few people more experienced than Alejandro Cremades to act as a guide. *The Art of Startup Fundraising* unlocks key secrets of fundraising for newly minted entrepreneurs." - JEFF STIBEL, Chairman of BrainGate, Inc. and Vice Chairman of Dun Bradstreet, Inc.; New York Times bestselling author of *Breakpoint* and *Wired for Thought*

"This book provides a clear, concise tour of the

fundraising game. With his crowdfunding and entrepreneurial expertise in full display, Cremades does a terrific job making a complicated process simple and accessible." - JEFF BUSSGANG, General Partner at Flybridge Capital Partners and Senior Lecturer at Harvard Business School "Raising money is perhaps the most daunting challenge faced by any startup. For the uninitiated, it is also a mystical process filled with an increasingly complex array of investment options and practical considerations. As one of the finest entrepreneurs I know, Alejandro has put together an authoritative guide that should be required reading for all nascent entrepreneurs, as well as veterans looking to brush up on the latest the field has to offer." - TYLER WRY, Professor at The Wharton School "For many entrepreneurs finding the right investor for their venture can be a daunting task. Alejandro's experience with equity crowdfunding gives a unique perspective on the fundraising game. The Art of Startup Fundraising is very insightful for entrepreneurs looking to close a round of financing and changing the world." - ANYNDYA GHOSE, Professor at NYU Stern School of Business "Entrepreneurs need to be amazing at recruiting, selling and fundraising. The Art of Startup Fundraising provides the essential toolkit for mastering a core skill for any entrepreneur." - GIL PENCHINA, serial entrepreneur and prolific angel investor "The Art of Startup Fundraising is a practical and comprehensive resource for entrepreneurs to use again and again. It captures what startups need to do to be successful in the rapidly evolving financing world, while also providing tips on the fundamentals of building businesses that don't change over time." - MARIANNE HUDSON, Executive Director at Angel Capital Association "It doesn't matter how great of a business you can build. If you can't raise money, you're toast. Master this book." - ILYA POZIN, Forbes Contributor and CoFounder of Pluto TV and CoFounder of Coplex "There is no perfect approach to raising investment for a startup, but there is a certain tribal knowledge out there, that most of us had to learn through several failed attempts. The Art of Startup Fundraising captures every bit of advice (and then some!) that I would give to any entrepreneur looking for funding." - PAUL MURPHY, Partner at Betaworks and CoFounder of Playdots "Alejandro's The Art of Startup Fundraising is a must read for any entrepreneur. Clear and concise, he outlines in today's startup community the steps to successfully fundraise. This is the golden era for entrepreneurs, any good idea with proof of concept can get access to money. Know your options!" - ANGELO J. ROBLES, Founder and CEO of Family Office Association "One of the biggest crimes in the startup community is to watch good ideas and good teams go unfunded because the fundraising process isn't friendly to first-time entrepreneurs. The Art of Startup Fundraising is Alejandro's contribution to the ecosystem that does a masterful job filling in knowledge gaps and giving entrepreneurs the best chances of raising the capital they need." - FRANK ROTMAN, Founding Partner at QED Investors "The Art of Startup Fundraising delivers a smooth ride on the bumpy road of raising capital and starting a business. Alejandro Cremades delivers up-to-date details and a clear vision - an important guide for any entrepreneur who seeks to build and scale a business today." - JEANNE M. SULLIVAN, Co-founder, StarVest Partners "Fundraising can be an incredibly frustrating experience for startup founders because they are at a fundamental disadvantage: they know very little about the process, and investors know a lot. Luckily, Alejandro has taken the time to assemble a detailed blueprint of how it works behind the scenes that will help any founder level the playing field and navigate the process like a pro. If you are raising money for your startup, don't start without reading this book." - PEDRO TORRES-PICON, Founder and Managing Director at Quotidian Ventures "The Art of Startup Fundraising translates art into science. By sharing proven formulas, strategies, and case studies that work, Alejandro Cremades provides a needed service to future entrepreneurs." - JOSH COHEN, Managing Partner at City Light Capital "This ought to be a reading requirement for all entrepreneurs when building a business and raising capital. This is a very well written and informative book, written by a man who is a testament to dedication and creativity when confronted with the challenges of being an entrepreneur and raising capital." - CARTER CALDWELL, serial entrepreneur and Principal at Cross Atlantic Capital Partners "Alejandro is on the bleeding edge of equity crowdfunding today. When he talks about fundraising, startups listen." - ANDREW ACKERMAN, Managing Director at Dreamit Ventures "Starting a company is full of ups and downs for an entrepreneur and foremost among them can be how to raise money for it. There is no magic bullet to make the process easy, but Cremades comes close in the Art of Startup Fundraising by at least making it intuitive and accessible." - WESTON GADDY, Principal at Bain Capital Ventures "Raising capital can be tough. Alejandro provides a step-by-step guidebook to all entrepreneurs that rather spend their time thinking about changing the world instead of thinking of how to raise funds." - TOBIAS P. SCHIRMER, Managing Partner of JOIN Capital "A superb book on fundraising. Alejandro's guidance should arm entrepreneurs with the necessary tools to close with success a meaningful round of financing." - ELLEN WEBER, Executive Director at Robin Hood Ventures "Raising money is hard. But start-up founders all over the world can make it exponentially easier by educating themselves on the process of raising equity capital before they dive into it. The practical, hands-on advice from Alejandro Cremades in this book provides a solid foundation in that self-education process. Delivered in an approachable format with a key lesson to take-away every few pages, The Art of Startup Fundraising is essential reading for entrepreneurs everywhere." - ALLEN TAYLOR, Managing Director at Endeavor "There are very few complete resources available to entrepreneurs today to help them

navigate the world of fundraising. Alejandro Cremades does a great job of explaining and demystifying the fundraising process. The Art of Start-up Fundraising will, without question, provide entrepreneurs with a great jump off point.

- SID PAQUETTE, Managing Director, OMERS Ventures  
From the Inside Flap  
The Art of Startup Fundraising is the groundbreaking book that offers a step-by-step guide to today's way of raising money for startups. Written by acclaimed entrepreneur Alejandro Cremades, the book includes the tools, strategies, and approaches needed to empower entrepreneurs, from formation to financing. The author reveals the secrets behind the art of raising capital and shows how every ingredient in the process needs to be perfectly balanced in order to secure the needed capital. The book details the milestones to be achieved while launching, nurturing, and growing a startup and lists the important markers investors want and expect. Recent regulations—most notably the JOBS Act—are making the old go-to advice less relevant, as startup money is increasingly moving online. The Art of Startup Fundraising helps entrepreneurs develop a clear business strategy based on the new realities surrounding today's financial landscape. Cremades shows how to best organize a corporate structure, enlist experienced and talented managers, and align a winning team that will attract investors. The Art of Startup Fundraising explores the advantages and pitfalls of the various sources of capital from business loans to angel groups and beyond. The author also offers an in-depth discussion of the venture capital game and gives solid advice for identifying and engaging with prospects, as well as developing a realistic concept of how much to ask from investors. He stresses the vital importance of selecting the right investors. Knowing what to look for in an investor and the key questions to ask potential investors—even those who invest the smallest amounts of initial seed money—is vital to success. Once momentum has been created and the ideal investor shows interest in a business venture, it is time to close the deal. The Art of Startup Fundraising offers invaluable advice for creating a completion schedule that shows all concerned parties when to expect an agreement to become legally binding. However, once a deal is closed the work isn't done. It becomes one more stepping-stone on the startup journey. No matter if you are the founder of a startup or looking for an exciting investment opportunity, The Art of Startup Fundraising offers the must-have guidance you need.

From the Back Cover  
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