

# How to Raise Capital: Techniques and Strategies for Financing and Valuing your Small Business

Jeffry Timmons, Stephen Spinelli, Andrew Zacharakis

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The entrepreneur's step-bystep guide to venture capital--where to find it, how to secure it, and what to do with it

Fewer than 40 percent of entrepreneurs seeking new business funding each year actually get that funding. *How to Raise Capital* improves those odds, providing prospective as well as current business owners with the knowledge they need to prepare an effective loan proposal, locate a suitable investor, negotiate and close the deal, and more. The all-star team of entrepreneurial experts behind *How to Raise Capital* gives readers top-level educational theory with hands-on, real-world knowledge. This thorough examination of the inner workings of the venture capital industry explores:

- Resources available to entrepreneurs, from SBA loans to angel investors
- Proven strategies for identifying and approaching equity sources
- Characteristics of a "superdeal"--from the investor's perspective



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