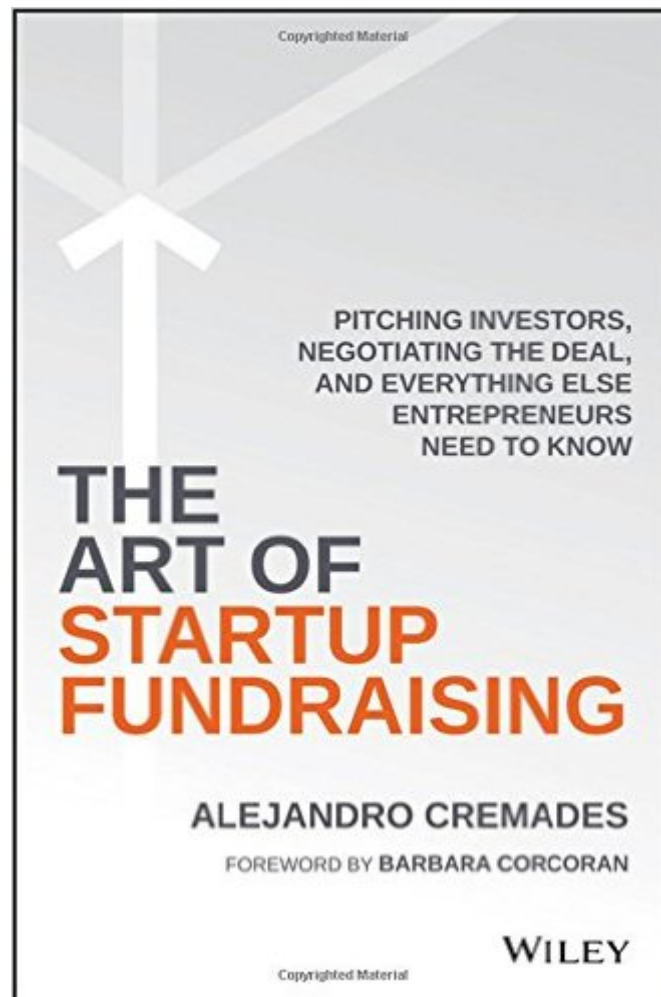


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# The Art Of Startup Fundraising: Pitching Investors, Negotiating The Deal, And Everything Else Entrepreneurs Need To Know



## Synopsis

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.

## Book Information

Hardcover: 224 pages

Publisher: Wiley; 1 edition (April 11, 2016)

Language: English

ISBN-10: 1119191831

ISBN-13: 978-1119191834

Product Dimensions: 6.2 x 0.9 x 9.3 inches

Shipping Weight: 12 ounces (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (129 customer reviews)

Best Sellers Rank: #38,437 in Books (See Top 100 in Books) #6 in [Books > Business & Money > Finance > Corporate Finance > Venture Capital](#) #97 in [Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises](#) #403 in [Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship](#)

## Customer Reviews

As I read this book the first time, I was inclined to view it as a "Here's how to do it" book but that didn't seem quite right so I re-read it and am now convinced that it is, rather, a "Here's what to think about VERY CAREFULLY before you" book. Many people who read it will be well-prepared to make important "whether or not" decisions in terms of pitching investors (especially family members and friends), negotiating the given deal with one or more capital sources, and everything else entrepreneurs need to know before deciding whether or not to go for it. Credit Barbara Corcoran with writing an uncommonly thoughtful and thought-provoking Foreword. Hers is an independent perspective on independent fundraising, in general and on Alejandro Cremades understanding of that evolving process, in particular. He presents his material within 17 chapters that focus on a journey that began when he relocated from Spain in 2008 to the United States, earned a law degree at Fordham University, and founded his firm, Onevest; in the last chapter, he explains why recognizing key red flags is as important as knowing what to do when it comes to raising capital quickly and effectively. He briefly discusses 18. Ultimately, none of the red flags is a showstopper. "As a founder, what you need to do is put a correction wherever it needs to be placed to address potential concerns and have a good explanation behind it."

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