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Angel Investing: Matching Startup Funds with Startup Companies--The Guide for Entrepreneurs and Individual Investors

Mark Van Osnabrugge, Robert J. Robinson
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Mark Van Osnabrugge, Robert J. Robinson : Angel Investing: Matching Startup Funds with Startup Companies--The Guide for Entrepreneurs and Individual Investors before purchasing it in order to gauge whether or not it would be worth my time, and all praised Angel Investing: Matching Startup Funds with Startup Companies--The Guide for Entrepreneurs and Individual Investors:

1 of 1 people found the following review helpful. Angel Investing 101By Kevin B.This book covered quite of bit of ground, but only scratched the surface. Having invested in my own businesses before, I was looking for usable

information regarding angel investing with others. Most of the book was comparing the differences between Business Angels and VC's by referencing studies that have been done (some by author). There are no examples of investments, negotiation, etc to learn from. Quite a bit of generality. The other thing that bothers me with business books is when they add filler to make the book bigger. This book contains 150 pages of lists of Networks around the country, glossary, bibliography, etc. (1/3 of the book) I gave it 2 stars because it has some useful information for someone who has never invested in or started a business before. 17 of 17 people found the following review helpful. In-Depth, Practical Information on VCs and Business Angels By Kenny Hoeschen "Angel Investing" is a terrific reference for anyone preparing to seek early-round financing for a business. As the co-founder of a start-up, I have been searching for practical, real-world information on the capital market and the differences between the various options. This book has been useful throughout my research. It contains an eye-opening comparison of Venture Capital groups and Business Angels. It also gives practical advice on what capital investors look for, what to include in your business plan, what to look for in an investor, as well as how to value your company and negotiate with the capital firms. I have found it invaluable and it has saved me countless hours in my search for seed money. 2 of 4 people found the following review helpful. Well Done! By A Customer This was a delightful read, easily the best in a trio of books that I bought on the subject. Lucid. Well-researched.

They deliver more capital to entrepreneurs than any other source. And they often receive an incredible return on their investments. They're angel investors, some of the most important--and least understood--players in business today. The United States has close to three million angels, whose investments in startups exceed \$60 billion per year. Some of our most successful companies were funded by angels--companies like Ford, AOL, and Amazon.com. But until now, little has been written about these angels, due in part to their preference for anonymity. Angel Investors provides an inside look at who these angels are and how they operate. It also shows would-be angels and entrepreneurs how best to find each other. To learn more about this book, visit its website.

.com According to Robert J. Robinson and Mark van Osnabrugge, so-called business angels--those generally unheralded private investors who usually specialize in high-growth fields and often involve themselves directly in the endeavors they fund--now provide 30 to 40 times more financing each year than their more famous counterparts, venture capitalists. In Angel Investing, Robinson and Van Osnabrugge use personal interviews, anecdotal evidence, and more than 300 research studies to show exactly who these financiers are, how they operate, and where they can be found. Robinson, an international management consultant, and Van Osnabrugge, an associate professor at Harvard Business School, also compare various financing options, explain precisely how angels and venture capitalists function differently, describe proven ways to attract them, and provide relevant resources. "The vast size and power of the business angel market in the United States is not well understood but is of incredible importance to our entrepreneurial sector and, indirectly, to maintaining our economic growth and standard of living," the authors write. They pack their book accordingly with valuable information for serious fund-seekers who have exhausted the traditional three F's (founder, family, and friends), as well as those who are considering entrepreneurial investments of their own. -- Howard Rothman "This is the best research on the angel capital market that I've seen. It should be read by every serious researcher in small business finance as well as students in classes in entrepreneurial finance, but it is also a must read for every entrepreneur who needs additional equity financing."--Robert E. Berney, chief economist, U.S. Small Business Administration "Angel Investing is the definitive resource on an emerging new source of capital and talent. Van Osnabrugge and Robinson have assembled valuable information for entrepreneurs seeking capital and angels seeking startups."--Peter S. Cohan, author, Net Profit and The Technology Leaders "Anyone interested in raising capital for a new enterprise should read Angel Investing to better understand the changing role of venture capitalists and the emergence of business angels as a growing source of risk capital and sound advice."--Ned Heizer, founder and first chairman, National Venture Capital Association "this book will be of interest to potential investors, entrepreneurs, venture capitalists and institutional investors everywhere..."(Chartered Secretary, March 2001) "The book is sensibly and logically structured, backed by exhaustive research with generous and helpful attribution to other specialists in the field." (Start Your Own Business, February 2001) "...an interesting and informative book..." (M2 Communications, 12 June 2001) From the Inside Flap For the entrepreneur, angel investment is one of the best ways to secure the funding needed to transform a great idea into a competitive venture. For the investor, angel investing holds the promise of enormous financial returns. In fact, many successful companies were funded by angels--companies like Cisco, AOL, and .com. Some of our top business leaders have cashed out to become angels--leaders like Apple's John Sculley, Netscape's Jim Barksdale, and Microsoft's Paul Allen. Indeed, understanding angel investing is crucial for every entrepreneur and investor in today's marketplace. Angel Investing offers the first authoritative look at this emerging form of financing, complete with stories of the investors and companies that have led the way. It is also the only comprehensive guide for the entrepreneur seeking capital and the private investor looking for a better return on investments of \$100,000 or more. Written by two veteran investors, Angel Investing is based on years of research, hands-on experience, and in-depth interviews with business angels, venture capitalists, and entrepreneurs. It gives

readers an unprecedented overview of how business angels compare with their better-known counterparts, venture capitalists, covering everything from investment motivations to exit strategies. It provides the resources entrepreneurs need to secure angel investment for their growing companies. And it shows would-be angels how to buy into small firms with strong growth potential. Entrepreneurs will learn what angel investors look for in a startup, how to pitch their company successfully, and how to tap the billions of dollars that business angels invest in entrepreneurial firms each year. Would-be angels will learn how to connect with startups, what criteria to look for before committing their capital, and how to make their first investment in an entrepreneurial firm. The book includes a resource section that features the first-ever listing of over seventy services.