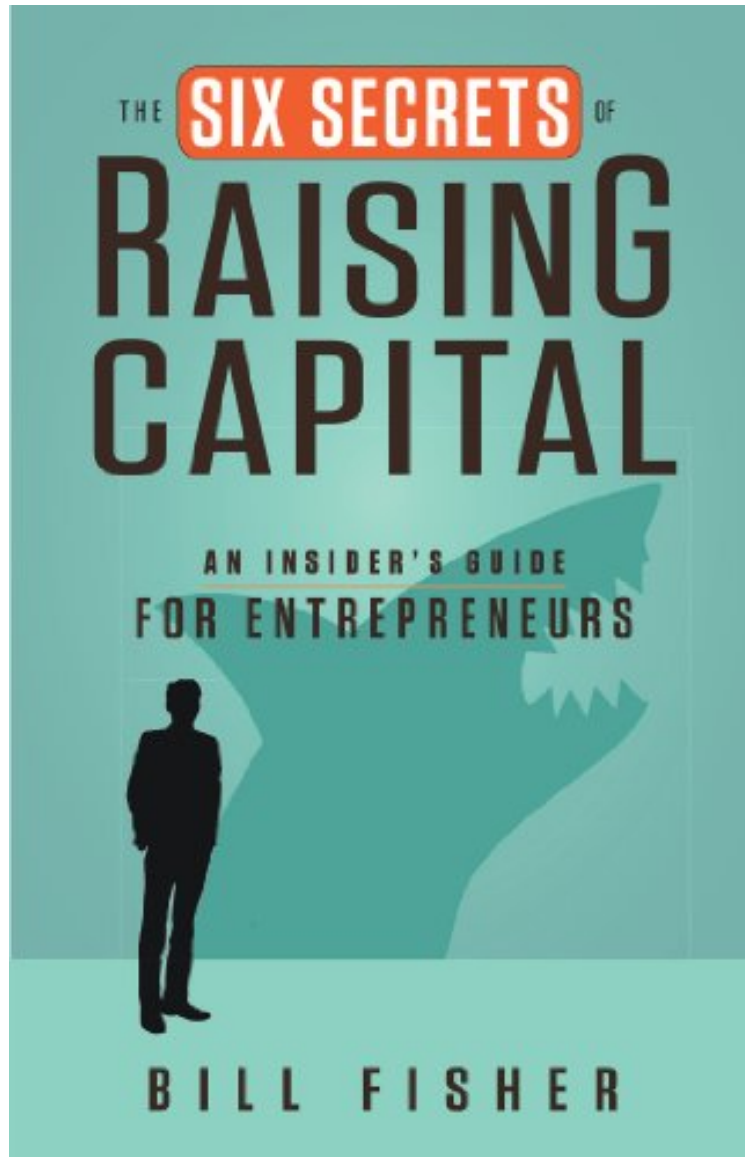


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The Six Secrets of Raising Capital: An Insider's Guide for Entrepreneurs

Bill Fisher

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Bill Fisher : The Six Secrets of Raising Capital: An Insider's Guide for Entrepreneurs before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Six Secrets of Raising Capital: An Insider's Guide for Entrepreneurs:

5 of 5 people found the following review helpful. Could not be any more true. By Nick This book is for anyone who is looking to raise venture money for their business. As a person who successfully raised venture money many years ago

I could not help but repeating to myself how true the things Bill was saying. In many cases chuckling to myself when Bill points out facts that are only known to someone who has gone through it all. Bill gives a lot of specifics lacking with so many books and not only explains what to do, but explains why. There is a lot more I could write in support of this book. There was still things I learned even having gone through the experience myself. My only negative comment is I wish Bill wrote more. 2 of 2 people found the following review helpful. I can confidently say that the take-aways from this book provided me with the needed guidance to make smart business decisions (By Sara Brooks) I was given this book in the midst of starting my own business when I was feeling overwhelmed about the entire process. I read the book from start to finish in one sitting and it proved to be incredibly insightful, helpful and encouraging. It was as if Fisher was in my shoes, thinking my thoughts and providing objective feedback. I can confidently say that the take-aways from this book provided me with the needed guidance to make smart business decisions that otherwise would have likely been rookie first-year mistakes. I recommend this book to anyone who is looking for a quick lesson in business savviness.

Based on Bill Fisher's three-day seminars that regularly sell out all over the world, this book offers the kind of capital-raising street smarts no entrepreneur can do without. As a banker in Silicon Valley in the '80s and a businessman who founded a number of successful companies beginning in the '90s, Fisher has seen firsthand the kind of rookie mistakes aspiring entrepreneurs make that end up stopping them before they have a chance to get started. Fisher looks at six traditional steps in the capital-raising process and digs beneath the surface to expose subtle but critical aspects of each—knowledge that, until now, could come only with experience. For example, entrepreneurs believe that great business ideas get funded. Not true—just look at the failure rates of venture-backed companies. Great business stories get funded, and all great business stories have a similar construction and shape. And of course the entrepreneur needs an investor, but each investor comes with his or her own personality issues. You need the right match for long-term success, not just whoever is waving the biggest check—a temptation that is easy for cash-strapped entrepreneurs to succumb to. Having this book is like going into your investor meetings with a trusted advisor who knows all the ins and outs of raising capital.

"I was an investor and board member in one of Bill's early companies, and I have watched him raise capital for other start-ups as well. Bill has developed a successful step-by-step approach to raising capital—Tom Proulx, cofounder and CTO, Intuit Inc. "I've partnered with Bill Fisher in promoting entrepreneurial ventures, and he is thoroughly professional when it comes to raising capital." —Lorenzo Thione, founder of Bing "Bill is one of the hidden treasures of Silicon Valley; thoughtful, extremely experienced in raising capital, and willing to share the lessons he's learned with younger entrepreneurs." —Soul Hite, cofounder and former CTO, Lending Club, and founder and CEO, SinoLending About the Author Bill Fisher is a serial entrepreneur, an international-seed-fund founder, and a former executive vice president with Wells Fargo Bank who managed the Silicon Valley Region and the \$12 billion Northern California division. As a cofounder of the Tiburon family of international seed funds, he has realized twenty-one successful exits. He was the founder and CEO of GetSmart.com and Hometown Commercial Capital, and the cofounder of GetMobileEurope.de.