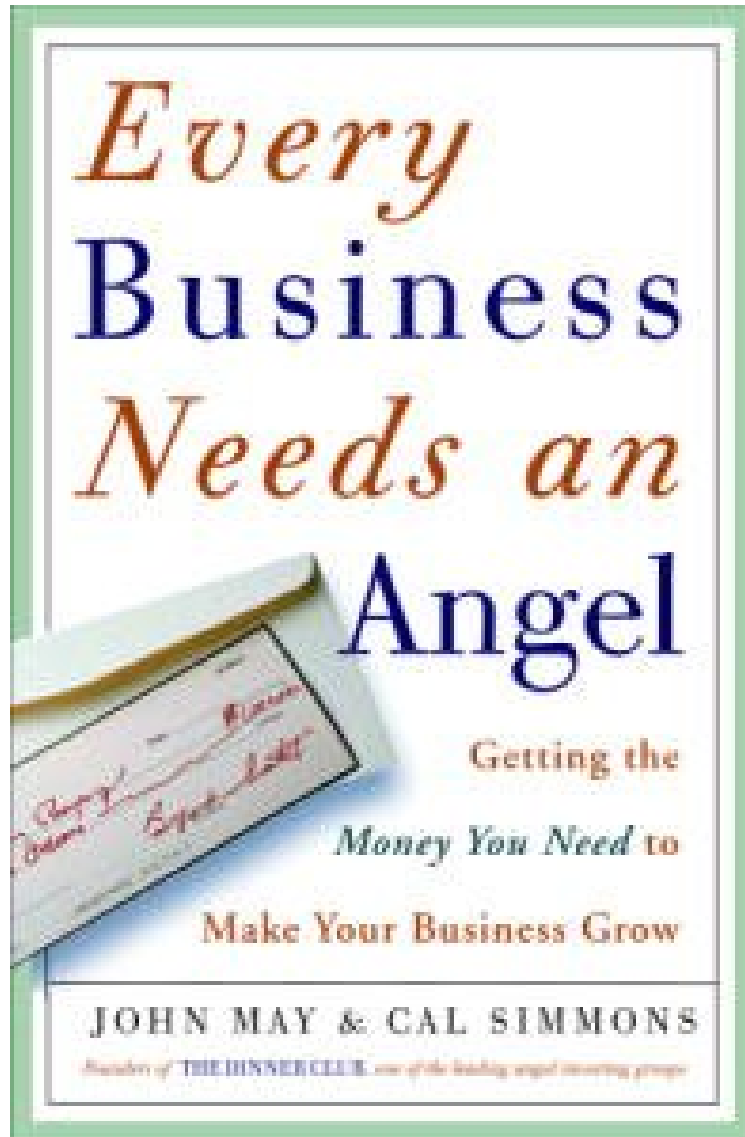


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Every Business Needs an Angel: Getting the Money You Need to Make Your Business Grow

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John May, Cal Simons : Every Business Needs an Angel: Getting the Money You Need to Make Your Business Grow before purchasing it in order to gauge whether or not it would be worth my time, and all praised Every Business Needs an Angel: Getting the Money You Need to Make Your Business Grow:

2 of 2 people found the following review helpful. an easy, accessible style that worksBy JTerranA really good intro to the inner works of angel investing, useful for angels and entrepreneurs alike. Focuses on angel groups (the author

makes his living managing some large angel groups). A must read insider account if you're starting an angel group or, alternatively, are an entrepreneur looking for angel money. Don't read it for a definitive textbook on everything you need to know about business plan writing, making a equity deal etc. but invaluable nonetheless. 1 of 1 people found the following review helpful. Light-hearted view of subject By A Customer This is a fun, easy-read on the subject of angel clubs - which are valuable but should not be confused with real individual angel investing. John and Cal's writing style is case-book and easy to read. This is a business book that makes you smile ... a little bit because the stories are fun ... and a little bit because there are a lot of not-so-happy stories that they don't tell you about. But being the perpetual optimist, I like reading about the nice stories. 0 of 0 people found the following review helpful. Outdated By Customer Its from 20 years ago, for 20 years ago.

What's the biggest problem most entrepreneurs face? Raising money: Without cash, you can't get a business off the ground or keep it running. However, many entrepreneurs have a problem. On one hand, the traditional sources of financing—family, friends, personal savings, the local bank—are often inadequate. On the other, the venture capitalists who have played such an important role in the high-tech industry are interested only in investing much higher sums than most entrepreneurs need. Enter angels: a new type of investor looking to invest between \$100,000 and \$1,000,000 in a company. There are about three million angel investors, and there's a huge market of entrepreneurs and would-be entrepreneurs who want to learn how to attract angels' interest—and their money. John May and Cal Simmons are at the forefront of this trend. Not only do they have years of experience in advising, managing, and investing in early-stage companies, they are also the originators of The Dinner Club, a Washington, D.C.-based group of successful businesspeople who hear pitches by entrepreneurs seeking funding and then decide whether to invest their own or the club's money in those entrepreneurial ideas. Every Business Needs an Angel offers a fly-on-the-wall look at how angel investors evaluate new entrepreneurial ideas, and provides a wealth of practical advice and insight for the countless entrepreneurs seeking help in their quest to find investors for their businesses. The book covers all phases of the process of finding angels and persuading them to invest, drawing on many examples of real-world companies that have pitched angels successfully—as well as unsuccessfully. These entrepreneurs are in a broad range of industries—from high-technology companies to more traditional businesses as diverse as breweries and concierge services—some quite well-known, like Nantucket Nectars and Preview Travel, whose founders had their own guardian angels. For entrepreneurs who need money and advice on how to find it, the authors offer enormous insight into this new breed of investor. As the title says, every business needs an angel; this book tells you how to find one.

From Publishers Weekly While it's not hard to understand the concept of an entrepreneur, too small to attract the attention of venture capitalists, seeking financing from private individuals after his or her own resources have been exhausted, this disorganized manual does not clearly convey how to do it. For example, only near the end do the authors (founders of a Washington, D.C. investment club called the Diners Club) suggest that potential investors should be told from day one how they will receive a return on their investment. While the authors cover such basics as finding the right angel, forming relationships with investors and building a business plan, and they provide checklists of materials for wooing angels as well as typical angel exit strategies, their strategies aren't vividly illustrated with examples or coherently presented. Entrepreneurs seeking capital, and would-be angels themselves, would be better off reading *Winning Angels*, by David Amis and Howard Stevenson. Copyright 2001 Cahners Business Information, Inc. From Booklist "Angel investor" is a relatively new term used to describe the nearly three million individuals in the U.S. who have poured more than \$60 billion of their own money into financing start-up businesses. Typically such an investor will put anywhere from \$100,000 to \$1 million into a promising company. Because traditional venture capital firms focus on later-stage development, the angel investor is vital to fledgling and would-be entrepreneurs. The challenge for investors and those seeking funding has been in finding appropriate matchups. Consequently, May and Simmons formed the Dinner Club, an "angel club" that serves as a model for structured angel-group investing. They explain how such clubs work, taking readers "inside" one of the Dinner Club's monthly meetings. They suggest ways for entrepreneurs to pitch their ideas, advise how to structure a business plan, profile who angels are, and offer checklists of information prospective angels will require. May and Simmons also emphasize the personal nature of the relationships that are formed, advising that angels frequently have expertise in addition to money to contribute. David Rouse Copyright copy; American Library Association. All rights reserved "This is the How to Get Happily Financed" bible that any person with a business idea must buy. It's not enough just to get money (though that's good!), it's important to get the money at the right terms and from the right people. The authors show you the ropes, providing plenty of first-hand stories and insider tips that will boost your chances that you'll find an "angel" to make your business dream come true.—Nancy Evans, cochair and editor-in-chief of iVillage.com May and Simmons know this venture capital investing space cold, and the book is a great way to share their insider knowledge with entrepreneurs and angels alike.—Gerald Taylor, angel investor and former president of MCI If venture capital were a stock, it'd be buying to hold over the next twenty-five

years; with smaller government and freer markets, venture capital will boom. And as investors become more sophisticated and hands-on, angel investing is a natural. My friend Cal Simmons and his partner John May have recognized this and provide good solutions to entrepreneurs, through these words and through their lifersquo;s work.rdquo;mdash;David Gardner, cofounder of The Motley Foolldquo;This is the real deal on angel investing. This book puts you in the room and enables you to learn how the wealthy make private equity investments.rdquo;mdash;Guy Kawasaki, CEO of Garage.com and author of How to Drive Your Competition Crazyldquo;I have been leveraging angel money and experience since doing my first start-up in 1985. Every Business Needs an Angel is an invaluable resourcemdash;I wish it had been available fifteen years ago. It should be required reading for every entrepreneur. Each of my companies has benefited greatly from its association with angels.rdquo;mdash;Philip J. Gross, angel investor, president and cofounder of AtYourBusi...