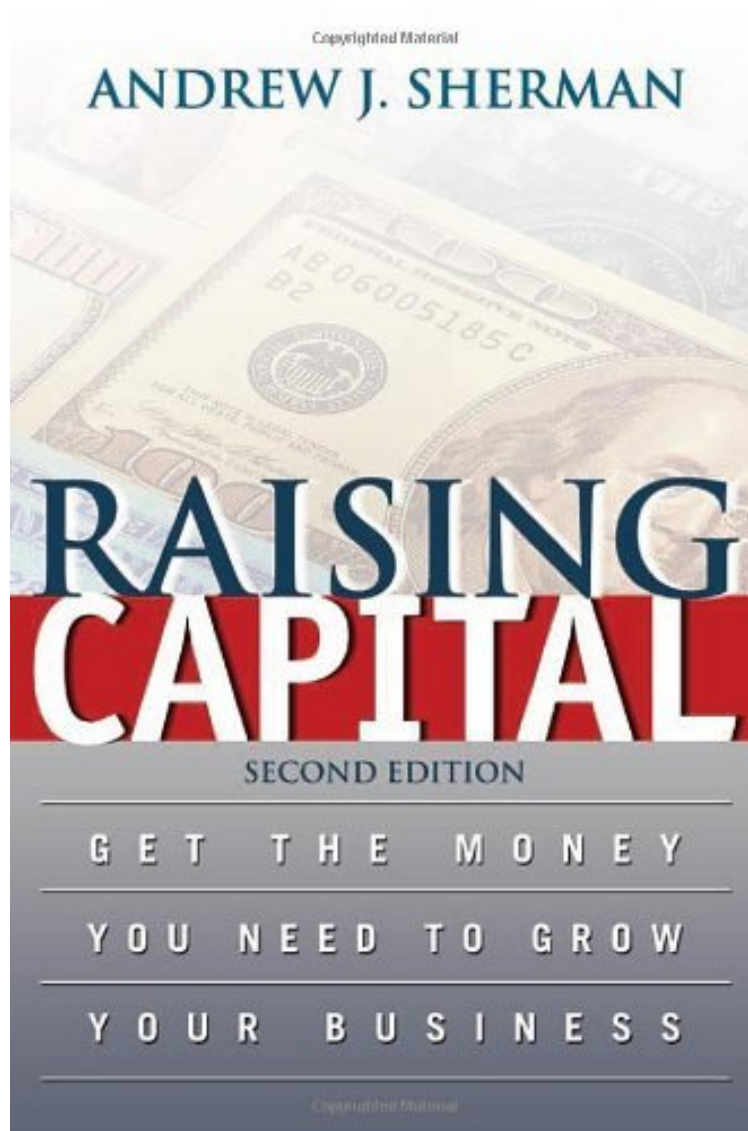


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# Raising Capital: Get the Money You Need to Grow Your Business

Andrew J. SHERMAN

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"Whether your business is just a gleam in your eye, a newly launched operation, or a full-fledged firm that's humming right along, you'll never experience real growth without a substantial infusion of cash. Long gone are the days when venture capital groups seemed to pour millions into every "next big thing." Now it's clear that there is real competition for investors, and that only the most viable businesses -- and carefully executed fundraising -- will reap the capital necessary to drive continuous growth. Raising Capital is the definitive guide for entrepreneurs and growing companies that need to raise capital. The book covers every phase of the growth cycle, and provides tools for building business plans, preparing loan proposals, drafting offering materials, and much more. Now in its second edition, Raising Capital includes a wide variety of updates to reflect the realities of the post-dot-com bust, new trends in private equity markets, and the impact of the Sarbanes-Oxley Act, a crucial piece of legislation that establishes new corporate governance requirements in the wake of high-profile accounting scandals. The book takes you through every stage of the capital process, and provides a bevy of alternatives to evaluate in determining your company's capital strategy. The four parts cover: \* Getting Ready to Raise Capital: capital-formation strategies, plus recent trends; understanding legal and governance structures and how they affect your ability to raise and use capital; and the role your business plan plays in securing capital \* Early-Stage Financing: start-up financing; "bootstrapping," or doing less with more at a stage in your business where "cash is king"; private placements versus commercial lending; leasing, factoring, and government programs \* Growth Financing: strategies for obtaining venture capital; how venture capital transactions work; preparing for and executing an initial public offering (IPO) \* Alternatives to Traditional Financing: franchising, joint ventures, co-branding, licensing, and other strategic alliances; mergers and acquisitions; plus the Capital Formation Business Growth Resources Directory Raising Capital provides a huge selection of checklists, charts, sample forms to expedite the capital formation process, and the author relates eye-opening "war stories" and perspectives from the investor's side of the table that will help you avoid pitfalls and guide your business confidently through every growth stage. Featuring comprehensive coverage of all recognized capital strategies, this timely book will help you navigate the murky (and often rough) waters of capital formation. "

Idquo;hellip;a definitive guide for entrepreneurs and growing companies that need to raise capital.rdqquo; -- Fort Worth Star-Telegram ""Combating the often elusive nature of understanding private investing and venture capital, Andrew Sherman has prepared in one reference source a primer that demystifies in simple, layman's terms how this process actually works. A must-have for any first-time entrepreneur in search of capitalizing a start-up enterprise." -- Julia Spicer, Executive Director, Mid-Atlantic Venture Association ""Kudos to Andrew Sherman and his editors. Rarely does a second edition of a best-selling primer widely improve on its original. But Sherman's new Raising Capital does that grandly. For anyone embarking on raising money -- for the first time or the tenth time -- this is a must-have tool. It's the next best thing to having Andrew Sherman himself at your elbow." -- Burt Alimansky, Chairman, The Capital Roundtable, and Managing Director, Alimansky Capital Group Inc. ""Capital is the lifeblood of an organization, and Raising Capital is the definitive guide to making it pump. Andrew Sherman has pulled all the tips and tricks together into one comprehensive guide. Raising money is hard enough; finding out how to do it shouldn't be." -- Verne Harnish, "Growth Guy" syndicated columnist, Founder, Young Entrepreneurs' Organization ""I heartily recommend Raising Capital to all entrepreneurs starting down the fundraising path. If those seeking funding from our angel investor groups would read this book first, there would be a lot fewer disappointed business owners!" -- John May, Co-Manager, The Dinner Clubs, and Co-Author of Every Business Needs an Angel ""Andrew Sherman has been counsel to some of the most exciting start-ups in the mid-Atlantic region. His hands-on experience guiding companies through good times and challenging periods provides the real-world insight that aspiring entrepreneurs can put to use. Because he recognizes that not all start-ups are candidates for venture capital, he lays out the various alternatives. For those companies which are a good match for venture capital, he provides practical guidance for getting from business concept to successful IPO or acquisition." -- John S. Taylor, Vice President of Research, National Venture Capital Association ""If you are in the capital markets, the second edition of Raising Capital is an incredible resource that is timely and reflects a real-world perspective of the challenging capital-raising process. Following Andrew's advice and guidance will definitely improve the odds of success." -- Howard Davis, Vice President, The Shemano Group ""Andrew Sherman is an attorney who really knows his stuff in raising capital and growing entrepreneurial firms. Read this book to get practical information on finding the right kind of capital for your business. The book is chock-full of helpful suggestions and example documents you will see and use in your growth journey." -- Marianne Hudson, Executive Director, Angel Capital Association, Kauffman Foundation" From the Inside Flap Whether your business is just a gleam in your eye, a newly launched operation, or a full-fledged

firm that's humming right along, you'll never experience real growth without a substantial infusion of cash. Long gone are the days when venture capital groups seemed to pour millions into every "next big thing." Now it's clear that there is real competition for investors, and that only the most viable businesses—and carefully executed fundraising—will reap the capital necessary to drive continuous growth. Raising Capital is the definitive guide for entrepreneurs and growing companies that need to raise capital. The book covers every phase of the growth cycle, and provides tools for building business plans, preparing loan proposals, drafting offering materials, and much more. 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Featuring comprehensive coverage of all recognized capital strategies, this timely book will help you navigate the murky (and often rough) waters of capital formation. Andrew J. Sherman, Esq., is a capital partner in the Washington, D.C., office of the international corporate law firm of McDermott, Will Emery, and chairman of its Franchising, Licensing and Distribution Group. Mr. Sherman serves as legal counsel to more than 200 emerging growth businesses and franchisors. He is one of the nation's few leading business-growth attorneys who has both direct operating experience in managing a growing franchisor and an extensive background in strategic planning, licensing, and corporate finance. An adjunct professor in the MBA programs at the University of Maryland and Georgetown University, Mr. Sherman has written 11 books, including Franchising Licensing and Mergers and Acquisitions from A to Z. 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