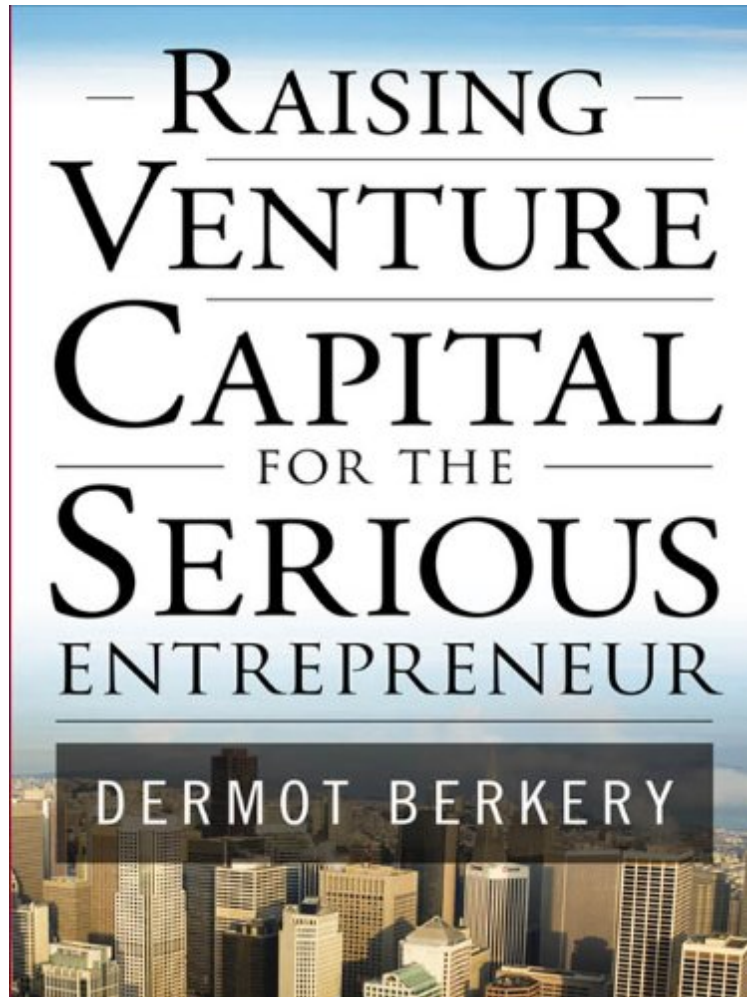


[Download pdf] Raising Venture Capital for the Serious Entrepreneur (General Finance Investing)

Raising Venture Capital for the Serious Entrepreneur (General Finance Investing)

Dermot Berkery

*DOC | *audiobook | ebooks | Download PDF | ePub*



 Download

 Read Online

#616151 in eBooks 2007-10-01 2007-10-01 File Name: B0010QI2JY | File size: 77.Mb

Dermot Berkery : Raising Venture Capital for the Serious Entrepreneur (General Finance Investing) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Raising Venture Capital for the Serious Entrepreneur (General Finance Investing):

174 of 176 people found the following review helpful. So you need investors and need to write a business plan...By Thomas D. KehoeI did, so I bought five books. I will review them from worst to best."Finding an Angel Investor In a Day," by The Planning Shop (2007), told me nothing I didn't know, and I didn't know anything about business plans or angel investors. The title is ludicrous and the advice is obvious, e.g., "Your business plan should be concise, compelling, and irresistible to investors." 1 star."The ABC's of Writing Winning Business Plans," by Garrett Sutton (2005), walks you through writing business plans for a lawn mowing business and buying a pizza restaurant. If your

business is more complicated, this is not the book for you. 1 star. "The Ernst Young Business Plan Guide," by Brian Ford, Jay Boorstein, and Patrick Pruitt (2007), is a good book but hardly inspiring or insightful. If you follow this book your business plan will be competent but won't grab investors. 3 stars. "Angel Financing for Entrepreneurs," by Susan Preston (2007). This book doesn't explain how to write a business plan, but it explains how to make a 10-minute PowerPoint presentation to investors -- a presentation that will grab investors. For example, one question is "How is your product or technology scalable?" I also learned some of the financials that angel investors look for, such as what IRR is expected. This book helped and inspired me to write an excellent presentation, that became the basis for my business plan. 5 stars. "Raising Venture Capital for the Serious Entrepreneur," by Dermot Berkery (2008). This is a textbook for a business school course about venture capital. This book is full of insights. Every few pages new ideas would compel me to go to my computer and add stuff or rewrite my business plan, for example, Berkery emphasizes the need for clear milestones. Preston mentioned milestones but didn't make it clear why they are so important. The financials that were briefly presented in Preston's book are thoroughly presented in Berkery's book, for example, what gross margin investors look for (80% or more) and why they need such extremely profitable products or services. Plus you learn the jargon or key phrases of venture capitalists, e.g., "a large but well signaled market," the importance of "market power" and an effective "route to customers." I feel that my business plan now speaks to investors in their language, with the numbers they are looking for. 5 stars.

3 of 3 people found the following review helpful. Extremely helpful for anyone including MBA graduates. My review will be a bit short of words but hopefully not so much of interest to a potential buyer/reader. We were raising VC capital for the first time in our lives. The project is a software development company with an existing and well-known FOSS product. The "management" (us) all had solid engineering background and that of a technical management as well. But not that extensive business one. So we were here - fresh MBA graduates who decided to start a VC-backed company. I must say here that the book help was tremendous. Despite the fact we had our MBA lessons about VC's, it wasn't nearly as useful as this book full of wise suggestions and useful information. For those who are eager to know the end of the story - we've raised the necessary capital and really planning to be a success story. Without this book we would have missed LOTS of subtleties. While you can actually grab almost everything relevant to a VC-funding from the web, it's wouldn't be nearly as productive as reading through Mr. Berkery's book.

4 of 4 people found the following review helpful. Good backgrounder written when 'conventional' VC was viable. In Dermot Berkery's book "Raising Venture Capital for the Serious Entrepreneur" looks back with precise insights into a time when "Limited Partners" would invest millions in a VC fund. Berkery says on page 114 that LP's hopes were of getting at least 2.5 times their investment back over the (typically 10 year) life of that (LP or LLC) Venture Capital Fund. So, around the turn of this, the 21st Century, LPs invested about \$130 Billion in U.S. VC funds that, over 10 years LOST 4.2 percent. Subsequently, in 2009 and 2010 U.S. VC funding totaled about 10 times LESS, (click icon for Rock-A-Bye IP - A Dangerous Bargain for Inventors" complete with details in footnotes at [...]). Given the 90% fall-off in U.S. VC funding, these days entrepreneurs are searching for background on the "Beacon Method" in such now-pertinent books as: "Web-Based Venture Money - A Guide to Capital Formation" by John K. Romano and "Take Your Company Public!: The Entrepreneur's Guide to Alternative Capital Sources" by Drew Field

Get the Funding You Need From Venture Capitalists and Turn Your New Business Proposal into Reality Authoritative and comprehensive, Raising Venture Capital for the Serious Entrepreneur is an all-in-one sourcebook for entrepreneurs seeking venture capital from investors. This expert resource contains an unsurpassed analysis of the venture capital process, together with the guidance and strategies you need to make the best possible deal and ensure the success of your business. Written by a leading international venture capitalist, this business-building resource explores the basics of the venture capital method, strategies for raising capital, methods of valuing the early-stage venture, and techniques for negotiating the deal. Filled with case studies, charts, and exercises, Raising Venture Capital for the Serious Entrepreneur explains: How to develop a financing map How to determine the amount of capital to raise and what to spend it on How to create a winning business plan How to agree on a term sheet with a venture capitalist How to split the rewards How to allocate control between founders/management and investors

About the Author Dermot Berkery is a general partner with Delta Partners, a leading European venture capital company that invests in Ireland and the United Kingdom. He has led investments in early-stage companies in sectors such as software, electronics, mobile services, medical components, and security equipment. Mr. Berkery was formerly a Senior Manager with McKinsey Co., where he served clients across the U.S., Europe, Australia, and Asia, focusing mainly on financial services and energy. He also lectures on entrepreneurial finance at the MBA program at University College Dublin.