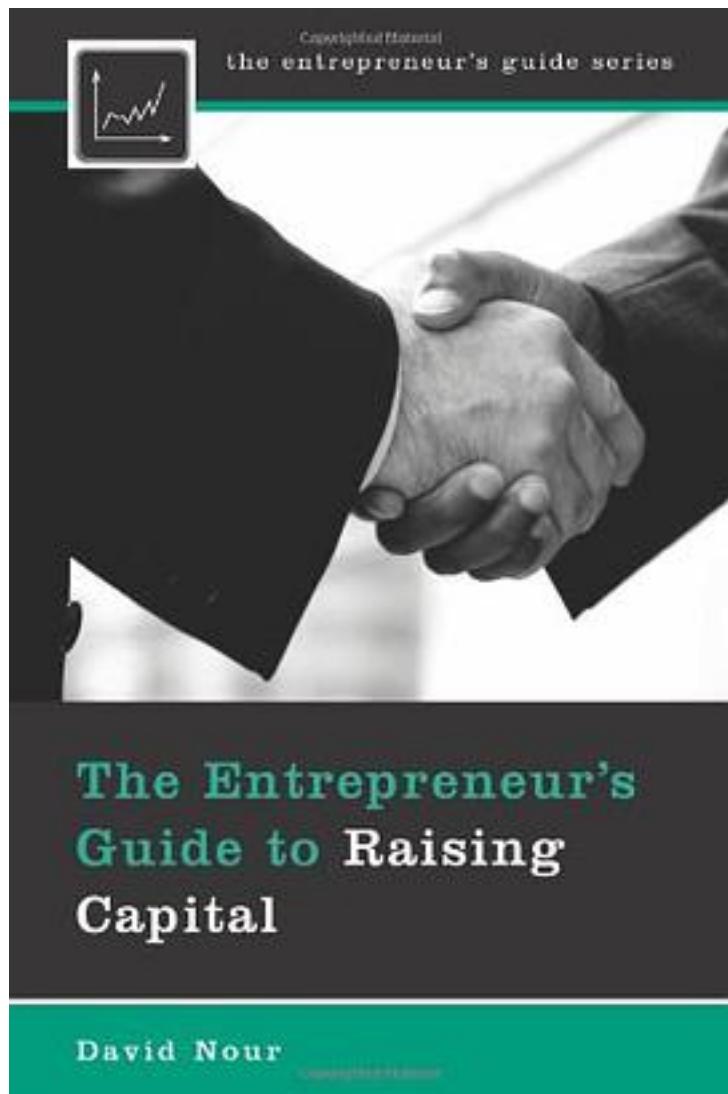


Entrepreneur's Guide to Raising Capital



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This book shows how to raise the right amount of money from the right source for each phase in a new company's growth cycle. Ask any established business owner to identify his or her toughest challenge when just starting out, and you'll likely get this answer: raising capital. Most aspiring entrepreneurs know far too little about the sources of money that can help start a business or fuel its growth. Where do you get capital? What are investors looking for? How do you ask for money in a way that gets results? This book answers these and many other critical questions. Even more important, entrepreneur and consultant David Nour shows how to develop long-term relationships with financial partners - the people who can help keep a business humming throughout its life. This book provides real-life, pragmatic advice from entrepreneurs who have raised money from friends, family, angel investors, and banks, as well as institutional investors such as venture capitalists and private equity firms. It details the process from start to finish while highlighting the danger spots and ways to avoid them. It will be especially useful to those who are uncomfortable making important financial decisions, and to those who are confused by all the conflicting opinions offered by advisors - both well meaning and otherwise. By showing readers the financing ropes, the author removes a major source of stress for budding entrepreneurs and moves them closer to their dream come true: a successful business.

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