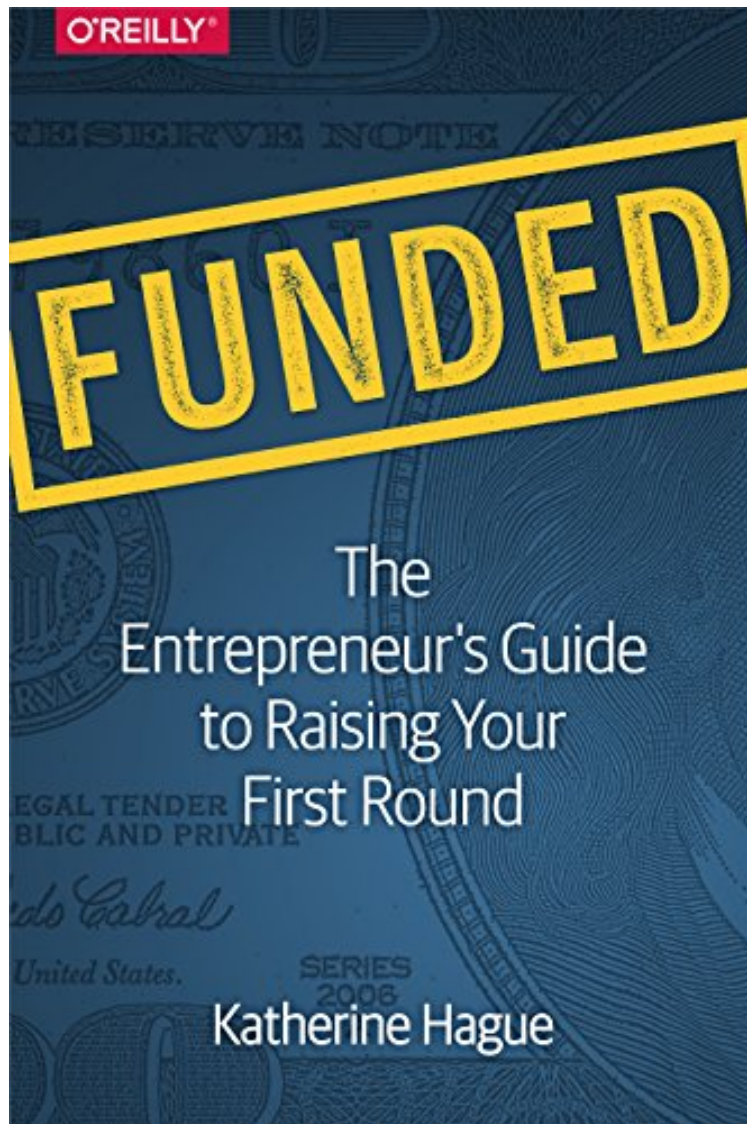


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Funded: The Entrepreneur's Guide to Raising Your First Round

Katherine Hague

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Katherine Hague : Funded: The Entrepreneur's Guide to Raising Your First Round before purchasing it in order to gage whether or not it would be worth my time, and all praised Funded: The Entrepreneur's Guide to Raising Your First Round:

0 of 0 people found the following review helpful. Five StarsBy CustomerVery well written and informative. A must read for entrepreneurs going forward. [...]0 of 0 people found the following review helpful. A very tight and on point book on raising capitol for business expansionBy E.SwopeFunded is a very well written clear and concise guide to raising capitol for business expansion. It is primarily geared towards the novice, though I believe many others could benefit from reading it as well. The book is well organized, proceeding through the life cycles of a business. Katherine

Hague is direct and honest, explaining early on that comparatively few businesses are going to be of interest to venture capitalists. She talks about what makes a business appealing to investors, and describes alternative ways of funding expansion, with a brief discussion of the appropriateness of each. She also discusses why some businesses fail, scaling up prematurely being one of the primary causes. I have read a good many books looking for precisely this information. Many are filled with long-winded case studies or descriptions of the owner's endeavors. While Hague points to some well-known companies as examples, there is not a lot of fluff here, none really. The book is so tight I would consider it a manual. It is comparable in many ways to some of the best tech manuals I have read, and is one of the very few which I believe I will return to. It helped me clarify my thoughts and write a better business plan. I also learned something about evaluating businesses as investments. She provides guides to valuing a business, pricing stock, attracting talent and awarding stock options. While the focus is quite clearly on funding, she provides some solid advice for structuring and growing a business and keeping it on track. I would recommend this book for those considering their first round of funding, as well as early stage entrepreneurs looking for some solid ground. I believe it could benefit others at later stages as well because at each level it is evaluative and presents options to consider. I set a pretty high bar for books, having spent a good many years in school and acquired quite a few along the way. There are comparatively few books which I rate 5 stars, as I consider the classics in each area to be the benchmark. In science, tech and business books I look for information which is accurate, up to date and well presented. This book accomplishes all of those things. It is written with the kind of clarity which in my experience, you only get from people with a very solid understanding of their field. It is, without question, the best book I have read on the topic, highly recommended for anyone seeking this information and a recommended purchase for anyone looking to start or expand a small business.

0 of 0 people found the following review helpful. VC Approved -- Great for Entrepreneurs Beginning Investors

By NY to VAI am on the Venture Capital side of the table as an investor in Start Ups, and as a result am leery by nature of books like these, promising to give entrepreneurs the 'top secret secrets to getting money from the Shark Tank' or some such nonsense. Hague's book blew me away - in a good way. Her content is simple enough for a beginning entrepreneur to digest but deep enough that even someone with a few years under their belt in fundraising can still learn something. I found myself frequently nodding along to advice she provides -- especially around understanding your business metrics as well as product/market fit, being reasonable in growth projections/valuation expectations, and knowing when to follow up with VCs vs "hearing the no".

The book is broken into 4 parts: 1. Foundational Knowledge (what makes a start up, pros/cons of VC money, ownership/valuation, and structuring the raise) 2. Preparing for the Fundraising Trail (what investors look for, building the pitch, preparing for due diligence, drafting financial projections), 3. Executing the Fundraise (investor pipeline, term sheet, closing the deal) 4. The Top Tens (tips for equity crowdfunding, avoiding fundraising mistakes, and fundraising hacks). It's also a great primer for those interested in becoming angel investors in start ups to get the lingo down around pre vs post money value, preferred vs common shares, etc. From student to early investor to entrepreneur, this book covers the basics to early intermediate aspects of start-up fundraising. Definitely recommended.

The venture capital world is often intimidating and hard to navigate, even for the most seasoned entrepreneurs. But it doesn't have to be. Entrepreneurs who run effective fundraising processes don't do it by accident. With this book, you'll learn what it takes to successfully raise a round of funding for your company.

Author Katherine Hague explains how the venture capital industry works, and walks you through each step necessary to plan, execute, and optimize your own fundraising round. Packed full of exercises, checklists, and templates, this book guides you through the process from start to finish. It's ideal for entrepreneurs raising later rounds of capital, as well as those just starting out. Gain an understanding of core venture capital concepts and standards. Learn how to develop and hone an investor pitch. Come away with a plan to hit the fundraising trail for your company. Develop the confidence you need to negotiate key terms in a funding deal. Understand best practices in fundraising, and learn how to avoid the top 10 fundraising mistakes.

About the Author Katherine Hague is a serial entrepreneur and angel investor. She founded ShopLocket, an ecommerce platform for hardware entrepreneurs acquired in early 2014. Today she runs Female Funders, a global network of female investors and entrepreneurs, and is the CEO of Locks Mane, a rapidly expanding beauty brand - and one of her first angel investments.