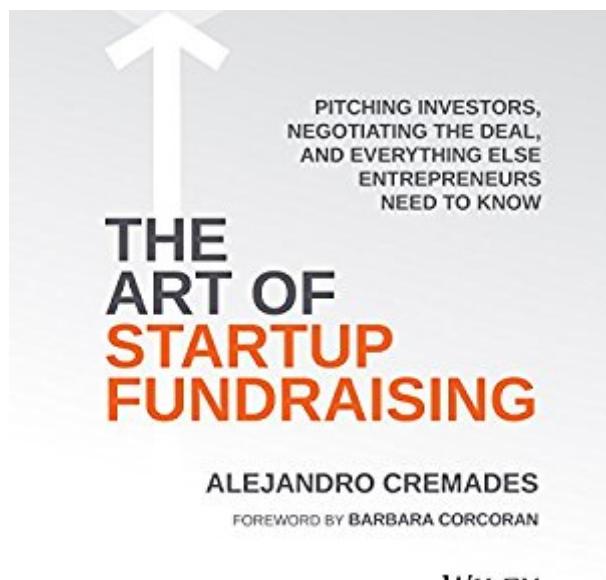


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# The Art Of Startup Fundraising: Pitching Investors, Negotiating The Deal, And Everything Else Entrepreneurs Need To Know



## Synopsis

Startup money is moving online, and this guide shows you how it works. The Art of Startup Fundraising takes a fresh look at raising money for startups, with a focus on the changing face of startup finance. New regulations are making the old go-to advice less relevant, as startup money is increasingly moving online. These new waters are all but uncharted - and founders need an accessible guide. This book helps you navigate the online world of startup fundraising with easy-to-follow explanations and expert perspective on the new digital world of finance. You'll find tips and tricks on raising money and investing in startups from early stage to growth stage, and develop a clear strategy based on the new realities surrounding today's startup landscape. The finance world is in a massive state of flux. Changes are occurring at an increasing pace in all sectors, but few more intensely than the startup sphere. When the paradigm changes, your processes must change with it. This book shows you how startup funding works, with expert coaching toward the new rules on the field. Learn how the JOBS Act impacts the fundraising model. Gain insight on startups from early stage to growth stage. Find the money you need to get your venture going. Craft your pitch and optimize the strategy. Build momentum. Identify the right investors. Avoid the common mistakes. Don't rely on the "how we did it" tales from superstar startups, as these stories are unique and applied to exceptional scenarios. The game has changed, and playing by the old rules only gets you left behind. Whether you're founding a startup or looking to invest, The Art of Startup Fundraising provides the up-to-the-minute guidance you need.

## Book Information

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## Customer Reviews

I recommend this book to all those who are just beginning in the world of startups, regardless of whether they are students or business people. In a few pages, it helps to understand the investor's vision, to determine the steps to follow and to know what to do and what not to do. With just a few dollars and a few hours of reading, you will be saving time and money you would otherwise spend on consultants, which you will now be able to allocate to your ideas and business. Also, a special mention goes to Barbara Corcoran's foreword which is a real gem. I have already printed and put in a frame on my desk the phrase "I knew the secret to growing a business fast is to never wait until you're ready." I just hope that investors like this approach to businesses.

As a former corporate VP that has taken the plunge into the world of co-founding a start-up, I found The Art of Startup Fundraising to be a great overview of the capital raising process. If you haven't had prior start-up experience, the fundraising process can appear highly daunting and a long road of trial and error if you lack the right game plan. Alejandro has laid out a clear, insightful roadmap for how to successfully travel down the path of fundraising your new venture. The book covers a lot of ground on key topics such as: why you should raise capital, how to craft your pitch, how to identify and solicit investors, and how to close investment deals. However, the book doesn't go as deep into some areas that would be beneficial. For example, given that convertible notes are becoming a common method for early stage start-up investment from friends & family and angels, it would be nice to see a more detailed explanation of this approach. Perhaps a pros/cons of raising investment using straight equity financing versus convertible note debt financing (or the new SAFE note approach advocated by Y-Combinator and briefly touched on in the book) would be useful for many here. I also like that Alejandro gets into the psychology of investing; what gets a lead investor on board first and the group mentality that can follow with momentum of both the business and the investments raised. Overall the book was a practical and enlightening read and I am using it as the "fundraising handbook" for our start-up. I have tabbed pages with my notes all over the margins that I am going back to for reference. I also found the book inspirational and motivational as I am now confident that I indeed am capable of getting out there and successfully fundraising for my start-up!

As a founder currently working on my second startup, I warmly recommend the Art of Startup Fundraising. It's well written, pragmatic, concise and easy to understand. It's based on the valuable experiences of its expert author, and it is timeless in its relevance. The challenge of competing for investment is always going to be tough, but it loses a lot of its mystery and becomes engaging and enjoyable rather than fearful, thanks to this book.

Alejandro's experience-based guide to startup fundraising provides both concrete steps and insights into what captures the interest, imagination AND money specific to "startups". Let's face it. At the end of the day a founder needs a checklist of the most important documents, pitch approaches, and team building insights to successfully differentiate their ideas, products and services from the next guy or gal. If you are a startup founder seeking funding, this is a must read. As a former founder, small business advisor, and financial planner, I found this to be value packed and relevant. I have forwarded this on to the startup founders that I currently advise for and we are applying many of the concepts and processes within its pages. Nice work!

This book is fine to read, however, it should be made clear that it is just an overview with limited substance. For example, the author writes "Try to keep terms as attractive as possible for you and your investors". Indeed, it is a good piece of advice, but what does it really mean? If you want to learn more substance on this subject, read Brad Feld's "Venture Deals".

I am in the startup space and will soon be seeking capital. I have read several books that discuss how to best go about doing this. Several things make Alejandro Cremades' book stand out for me: 1) It's written in very simple and conversational language, it's very easy to follow (other books in this space tend to sound dry and technical, they don't hold one's attention as well); 2) The type size is nice and big -- again, easier to read; 3) The book is very practical, it is filled with good advice to take -- and mistakes to avoid; 4) The book talks a lot about "the people factor" involved in fundraising (it's not just numbers and pitch decks); and 5) I felt like the author was a friend who truly wanted me to succeed (I never felt like he was lecturing me, or telling me how HE did it). I genuinely enjoyed this book and will surely turn back to it in coming months.

Cremades's Art of Startup Fundraising is a direct-to-the-point no-fluff guide for early-stage entrepreneurs, initiating their search for capital. Seldom have I found as much direct, concise and

actionable advise and tools. It's a short easy-read that I would recommend to anyone that's entertaining the idea of starting a business or full-on initiating the capital raising process.

Alejandro is the real deal. I was able to talk him into speaking with my MBA students about how to fund their start-up businesses. He was outstanding. He gets the big picture and the nuance. His book is further evidence of his authenticity and extraordinary knowledge of the start-up marketplace and how investors pick the 1 out of 100 founders to invest in. If you're thinking about starting your own business and finding outside investors, Alejandro's book is the place to start.

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