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# The Startup Funding Book

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Lost and Founder

Why Startups Fail

Secrets of Sand Hill Road

Finance Your Business

Selling Your Startup

Funding Your Startup and Other Nightmares

Surviving a Startup

Founder's Pocket Guide: Term Sheets and Preferred Shares

Angel Investing

Funding Your Startup

Get Funded!: The Startup Entrepreneur's Guide to Seriously Successful Fundraising

Startup Success

After the Pitch

Intellectual Property and Financing Strategies for Technology Startups

The Startup Game

Financing High-Tech Startups

The Startup Way

Funded

Startup Success

VC

How to Get Funding for Your Startup

What Every Angel Investor Wants You to Know: An Insider Reveals How to Get Smart

Funding for Your Billion Dollar Idea

The Customer-Funded Business

The Art of Startup Fundraising

The Startup Funding Book

Founder's Pocket Guide: Startup Valuation

Introduction to Private Equity, Debt and Real Assets

Raising Venture Capital for the Serious Entrepreneur

Startup Seed Funding for the Rest of Us

Paul Graham: The Art of Funding a Startup (A Mixergy Interview)

Angel Investing

Startup, Scaleup, Screwup

Venture Deals

Raising Capital

Media Innovation and Entrepreneurship

Venture Capital For Dummies

Crack the Funding Code

The Entrepreneur's Growth Startup Handbook

The Next Step

## **EUGENE HARRISON**

Penguin

This easy to follow guide helps startup founders understand the key moving parts of an investment term sheet, and review typical preferred share rights, preferences, and protections. Along the way, we also provide easy-to-follow examples for the most common calculations related to preferred share equity deals. Expanding on these fundraising concepts, this Founder's Pocket Guide helps startup founders learn: What a term sheet is and how to summarize the most important deal terms for your fundraising and startup building goals. How preferred stock shares differ from common shares, with review of how each key preferred share right and preference is tied to the investor's shares. Key terms and definitions associated with equity fundraising, such as pre-money valuation, founder dilution, and down round. How to decipher legalese associated with a term sheet deal, such as pro rata, fully diluted, and pari passu. The full list of the most common term sheet clauses, their plain English meaning, and

their importance to an early-stage investment deal. Simple math for the key term sheet financial aspects, including calculating fully diluted shares outstanding, investor equity ownership percentages, and the impact of option pools on founder dilution. Example exit scenarios, showing how term sheet deal points impact how exit proceeds get divided among investors and founders.

### **Lost and Founder** AMACOM

"In principle, venture capital is where the ordinarily conservative, cynical domain of big money touches dreamy, long-shot enterprise. In practice, it has become the distinguishing big-business engine of our time...[A] first-rate history." —New Yorker  
 "An excellent and original economic history of venture capital." —Tyler Cowen, *Marginal Revolution*  
 "It is an article of faith that ready access to venture capital makes an economy more dynamic. Nicholas frames the case historically."  
 —Wall Street Journal  
 "A detailed, fact-filled account of America's most celebrated moneymen."  
 —New Republic  
 VC tells the riveting story of how

the venture capital industry arose from America's longstanding identification with entrepreneurship and risk-taking. Whether the venture is a whaling voyage setting sail from New Bedford (as in VC's infancy) or the latest Silicon Valley startup, VC is a state of mind as much as a way of doing business, exemplified by an appetite for seeking extreme financial rewards, a tolerance for failure and experimentation, and a faith in the promise of innovation to generate new wealth. Tom Nicholas's authoritative history takes us on a roller coaster of entrepreneurial successes and setbacks. It describes how iconic firms like Kleiner Perkins and Sequoia invested in Genentech and Apple as it tells the larger story of VC's birth and evolution, revealing along the way why it is such a quintessentially American institution—one that has proven difficult to recreate elsewhere.  
*Why Startups Fail* John Wiley & Sons  
 Are you finding it tough to fund y our start-up? Especially in the post-COVID-19 world, where money is scarce? Well,

then, this book is for you. It takes you through stories of early-stage start-ups and how they successfully managed to raise funding. Even better, it takes you through stories of failures-start-ups that couldn't raise funding, and why. After all, you can learn as much from failures as you can from successes. The authors also interview some of the most accomplished founders in the world of business, such as Deep Kalra of MakeMyTrip, Yashish Dahiya of PolicyBazaar, Dinesh Agarwal of IndiaMART and Sairee Chahal of SHEROES. Their stories all come together in a useful 'PERSISTENT' framework, which helps make a start-up investment-ready.

*Secrets of Sand Hill Road*  
1x1 Media

This book reveals: \*  
Where to find investors and the best approaches to win their support \*  
What investors are really looking for but won't tell you \*  
How to persuade banks, business angels, VCs and public funders \*  
Insider tips for compiling material that satisfies investors \*  
Little-known strategies that will boost your success

*Finance Your Business*  
John Wiley & Sons

You've got yourself a startup! But now where's the funding going to come from? In this day and age, creating a startup seems to be an easy process. After some meetings with an equally passionate cofounder, you discover you have a creative idea, the outline of a business plan, and a willingness to spend nights and weekends doing really hard work. But most startup founders have never run a company—much less had to secure funding to reach crucial milestones. If you don't get the funding you need, you may either make progress at a snail's pace, or you may have to give up altogether. With stakes this high, improving a startup founder's odds of fundraising successfully—even just a little—can make a huge difference in the outcome of a venture. In this informative and enlightening book, Gordon Daugherty demystifies the fundraising process that takes place during the early phases of a startup's evolution. Every founder cares about the valuation they will be able to negotiate with investors, and anyone who has attempted fundraising has encountered numerous

debates about the valuation they're asking for. Startup Success dedicates a whole chapter to negotiating valuation, which, in the end, involves a serious combination of art and science to execute effectively. Daugherty's book serves as a valuable educational and planning tool for use before the fundraising campaign begins and a reference guide for interacting and negotiating with investors after things get underway. Startup Success is written in a logical sequence that follows the general life cycle of planning and executing a successful fundraising campaign. Actionable tips, tricks, and aha realizations will have readers dog-eared pages and highlighting passages for future reference. The author's own words tell it all: "I decided to write something different that best exploits the gray in my hair and the hard lessons I've learned." Any startup founder, advisor, or angel investor—regardless of their experience level—will come away with improved skills and an increased knowledge base. Gordon Daugherty is a seasoned business executive, entrepreneur, startup advisor, and

investor. He has made more than 200 investments in early-stage companies as a venture fund manager and angel investor, and he has been involved in raising more than \$80 million in growth and venture capital.

#### Selling Your Startup

Harvard University Press  
Are you finding it tough to fund your start-up? Especially in the post-COVID-19 world, where money is scarce? Well, then, this book is for you. It takes you through stories of early-stage start-ups and how they successfully managed to raise funding. Even better, it takes you through stories of failures-start-ups that couldn't raise funding, and why. After all, you can learn as much from failures as you can from successes. The authors also interview some of the most accomplished founders in the world of business, such as Deep Kalra of MakeMyTrip, Yashish Dahiya of PolicyBazaar, Dinesh Agarwal of IndiaMART and Sairee Chahal of SHEROES. Their stories all come together in a useful 'PERSISTENT' framework, which helps make a start-up investment-ready.

#### **Funding Your Startup and Other Nightmares**

John Wiley & Sons  
The Startup Funding Book  
Nhn Ventures APS  
**Surviving a Startup**  
McGraw Hill Professional  
Secure venture capital? Easy. Getting a business up and running or pushing a brilliant product to the marketplace requires capital. For many entrepreneurs, a lack of start-up capital can be the single biggest roadblock to their dreams of success and fortune. Venture Capital For Dummies takes entrepreneurs step by step through the process of finding and securing venture capital for their own projects. Find and secure venture capital for your business  
Get your business up and running  
Push a product to the marketplace  
If you're an entrepreneur looking for hands-on guidance on how to secure capital for your business, the information in Venture Capital For Dummies gives you the edge you need to succeed.  
Founder's Pocket Guide: Term Sheets and Preferred Shares  
John Wiley & Sons  
We live in a day and age where ideation and brainstorming are no longer associated with only technical innovators. In our modern-day society, every individual

with access to the internet & a network of people has the opportunity to bring simple concepts from idea to elegant fruition, without the aches & pains of taking high interest yielding loans.

Nevertheless, how does one gain access to the resources necessary to grow a business? It's easy for some to utter, "get an investor". However, how does one truly go about sourcing & identifying, vetting, enticing, and closing reliable investors? PJ Kev has you covered with all of the intel that will make your capital raising initiatives significantly more seamless and assist you with thinking more strategically!

*Angel Investing* John Wiley & Sons

Entrepreneurs drive the future, and the last several decades have been a thrilling ride of astounding, far-reaching innovation. Behind this transformative progress are also the venture capitalists - who are at once the investors, coaches and allies of the entrepreneurs. William H. Draper III knows this story first-hand, because as a venture capitalist, he helped write it. For more than 40 years, Bill Draper

has worked with top entrepreneurs in fabled Silicon Valley, where today's vision is made into tomorrow's reality. *The Startup Game* is the first up-close look at how the relationship between venture capitalists and entrepreneurs is critical to enhancing the success of any economy. From a venture capitalist who saw the potential of Skype, Apollo Computer, Hotmail, OpenTable, and many other companies, come firsthand stories of success. In these pages, Draper explores how to evaluate innovative ideas and the entrepreneurs behind those ideas, and he shares lessons from Yahoo, Zappos, Baidu, Tesla Motors, Activision, Measurex, and more. Also, in revealing his on-the-ground account of how Deng Xiaoping brought China roaring into the modern world and how Manmohan Singh unlocked the creative genius of Indian entrepreneurs, Draper stresses the essential value of farsighted political leadership in creating opportunity. The author also discusses his efforts to bring best practices of the venture capitalist/entrepreneur partnership to the social sector. Written in an

engaging narrative, and incorporating many of the author's personal experiences, this book provides a much-needed look at how the world of venture capital and entrepreneurship works. [Funding Your Startup](#) St. Martin's Press  
They deliver more capital to entrepreneurs than any other source. And they often receive an incredible return on their investments. They're angel investors, some of the most important--and least understood--players in business today. The United States has close to three million angels, whose investments in startups exceed \$60 billion per year. Some of our most successful companies were funded by angels--companies like Ford, AOL, and Amazon.com. But until now, little has been written about these angels, due in part to their preference for anonymity. *Angel Investors* provides an inside look at who these angels are and how they operate. It also shows would-be angels and entrepreneurs how best to find each other. To learn more about this book, visit its website. *Get Funded!: The Startup Entrepreneur's Guide to*

*Seriously Successful Fundraising* Hyperink Inc  
From a TechCrunch founder and award-winning strategist comes the most comprehensive guide to the newest fundraising options for today's entrepreneurs. Fundraising for startups has changed dramatically in the past decade. There was a time when VCs were rock stars and a founder with a big idea and a little drive could raise a few hundred thousand dollars to build a business. But those days are gone. In the aftermath of the Great Recession and a massive drop in tech investments, it's become harder and harder for founders to raise money. The good news? Today's entrepreneurs have more options than ever before—with greater opportunities to get the ball rolling, get investors excited, and Get Funded! A comprehensive, cutting-edge guide from tech journalist and entrepreneur John Biggs and communication strategist Eric Villines, *Get Funded!* will enable you to: Create a solid business plan and a powerful story that investors respond to Explore a wide range of funding options—and find the ones that are right for

you Understand valuation and dilution Plan, prepare, and deliver the perfect pitch Raise money through grants, micro-loans, micro-donations, and crowdfunding Take advantage of the latest online resources and financial tools Filled with step-by-step strategies, ready-to-use resources, and on-the-ground insights, this is a must-read for every entrepreneur. Even if you've started a business before, you'll discover a whole new funding landscape with exciting tech-driven models—including crowdfunding platforms like GoFundMe and Patreon, cryptocurrencies like Bitcoin, IEOs (Initial Exchange Offerings), micro-loans, and micro-donations—as well as more traditional, tried-and-true methods. Beyond a road map to the current world of funding, *Get Funded!* provides proven strategies for pitching, marketing, bootstrapping, and more. It's a complete 360-degree tool with easy-to-follow worksheets and online resources that will help you build a sustainable funding strategy that's right for your business—and crucial to your success.

Whether you're starting a food truck or a biotech startup, *Get Funded!* has got you covered. Startup Success Penguin Random House India Private Limited If you want your startup to succeed, you need to understand why startups fail. "Whether you're a first-time founder or looking to bring innovation into a corporate environment, *Why Startups Fail* is essential reading."—Eric Ries, founder and CEO, LTSE, and New York Times bestselling author of *The Lean Startup* and *The Startup Way* Why do startups fail? That question caught Harvard Business School professor Tom Eisenmann by surprise when he realized he couldn't answer it. So he launched a multiyear research project to find out. In *Why Startups Fail*, Eisenmann reveals his findings: six distinct patterns that account for the vast majority of startup failures. • **Bad Bedfellows.** Startup success is thought to rest largely on the founder's talents and instincts. But the wrong team, investors, or partners can sink a venture just as quickly. • **False Starts.** In following the oft-cited advice to "fail fast" and to

"launch before you're ready," founders risk wasting time and capital on the wrong solutions. • **False Promises.** Success with early adopters can be misleading and give founders unwarranted confidence to expand. • **Speed Traps.** Despite the pressure to "get big fast," hypergrowth can spell disaster for even the most promising ventures. • **Help Wanted.** Rapidly scaling startups need lots of capital and talent, but they can make mistakes that leave them suddenly in short supply of both. • **Cascading Miracles.** Silicon Valley exhorts entrepreneurs to dream big. But the bigger the vision, the more things that can go wrong. Drawing on fascinating stories of ventures that failed to fulfill their early promise—from a home-furnishings retailer to a concierge dog-walking service, from a dating app to the inventor of a sophisticated social robot, from a fashion brand to a startup deploying a vast network of charging stations for electric vehicles—Eisenmann offers frameworks for detecting when a venture is vulnerable to these patterns, along with a wealth of strategies and tactics for avoiding them.

A must-read for founders at any stage of their entrepreneurial journey, *Why Startups Fail* is not merely a guide to preventing failure but also a roadmap charting the path to startup success. [After the Pitch](#) Springer "Written for startup founders that need to raise funding for their business, but don't know where to start, *Startup Seed Funding for the Rest of Us* takes the incredibly complicated process of startup fundraising and breaks it down into manageable steps"-- Cover.

### **Intellectual Property and Financing Strategies for Technology Startups**

John Wiley & Sons  
Who needs investors? More than two generations ago, the venture capital community – VCs, business angels, incubators and others – convinced the entrepreneurial world that writing business plans and raising venture capital constituted the twin centerpieces of entrepreneurial endeavor. They did so for good reasons: the sometimes astonishing returns they've delivered to their investors and the astonishingly large

companies that their ecosystem has created. But the vast majority of fast-growing companies never take any venture capital. So where does the money come from to start and grow their companies? From a much more agreeable and hospitable source, their customers. That's exactly what Michael Dell, Bill Gates and Banana Republic's Mel and Patricia Ziegler did to get their companies up and running and turn them into iconic brands. In *The Customer Funded Business*, best-selling author John Mullins uncovers five novel approaches that scrappy and innovative 21st century entrepreneurs working in companies large and small have ingeniously adapted from their predecessors like Dell, Gates, and the Zieglers: Matchmaker models (Airbnb) Pay-in-advance models (Threadless) Subscription models (TutorVista) Scarcity models (Vente Privee) Service-to-product models (GoViral) Through the captivating stories of these and other inspiring companies from around the world, Mullins brings to life the five models and identifies the questions that angel or other

investors will – and should! – ask of entrepreneurs or corporate innovators seeking to apply them. Drawing on in-depth interviews with entrepreneurs and investors who have actually put these models to use, Mullins goes on to address the key implementation issues that characterize each of the models: when to apply them, how best to apply them, and the pitfalls to watch out for. Whether you're an aspiring entrepreneur lacking the start-up capital you need, an early-stage entrepreneur trying to get your cash-starved venture into take-off mode, an intrapreneur seeking funding within an established company, or an angel investor or mentor who supports high-potential ventures, this book offers the most sure-footed path to starting, financing, or growing your venture. John Mullins is the author of *The New Business Road Test* and, with Randy Komisar, the widely acclaimed *Getting to Plan B*.

**The Startup Game** Nhn Ventures APS Entrepreneur and bestselling author of *The Lean Startup*, Eric Ries

reveals how entrepreneurial principles can be used by businesses of all kinds, ranging from established companies to early-stage startups, to grow revenues, drive innovation, and transform themselves into truly modern organizations, poised to take advantage of the enormous opportunities of the twenty-first century. In *The Lean Startup*, Eric Ries laid out the practices of successful startups – building a minimal viable product, customer-focused and scientific testing based on a build-measure-learn method of continuous innovation, and deciding whether to persevere or pivot. In *The Startup Way*, he turns his attention to an entirely new group of organizations: established enterprises like iconic multinationals GE and Toyota, tech titans like Amazon and Facebook, and the next generation of Silicon Valley upstarts like Airbnb and Twilio. Drawing on his experiences over the past five years working with these organizations, as well as nonprofits, NGOs, and governments, Ries lays out a system of entrepreneurial management that leads

organizations of all sizes and from every industry to sustainable growth and long-term impact. Filled with in-the-field stories, insights, and tools, *The Startup Way* is an essential road map for any organization navigating the uncertain waters of the century ahead.

*Financing High-Tech Startups* HarperCollins Leadership

FROM ANDREW WARNER: I first interviewed Paul Graham after I heard something shocking from Alexis Ohanian, a founder whose company was funded by Graham's Y Combinator. Alexis came to Mixergy to tell the story of how he launched and sold Reddit. If you're a founder, you know the kind of problems that founders have, right? Figuring out what product to create, how to build it, how to get users to try it, etc. Well Alexis didn't seem to have those problems, or at least they weren't as challenging for him as they were for most of the other 600 entrepreneurs I interviewed on Mixergy. Why? Because Paul Graham helped him launch his business. How did Graham make Reddit's launch easier and more successful than other

companies' founding? How did he do the same for hundreds of other startups? And, more importantly, what can you learn from his experiences to grow your business? The book you're holding has those answers. Use what you're about to learn to build your successful startup. After you do, I hope you'll let me interview you so other founders can learn from your experience, the way you're about to benefit from Graham's. *The Startup Way* John Wiley & Sons Steve Hoffman, CEO of Founders Space, prepares entrepreneurs to avoid mistakes, overcome obstacles, and master the skills necessary to make the right choices along their path to success. The fact is, over 90 percent of all new startups fail. Every entrepreneur must face this harsh reality and learn to master it if they hope to survive and wind up on top. In *Surviving a Startup*, Hoffman brings readers on a wild ride, sharing with them the tumultuous journey of launching a venture-funded startup and revealing what it takes to make it. In this one-of-a-kind guide, you will learn: A deep analysis and insights into the major



challenges every entrepreneur faces when launching a business. How to make the best possible decisions and deal with crisis situations. Strategies for raising capital and growing a business, even when it seems impossible. Secrets on how to manage difficult employees, demonstrate leadership, and overcome disasters. Essential traits that enable startup founders to survive and succeed. The best way to develop innovative products, conduct guerilla marketing campaigns, obtain PR, and outmaneuver competitors. How to recruit the best talent, manage highly efficient teams, and motivate employees, even with little to no money. The steps necessary to transform an idea into a robust, rapidly growing business. As the captain of one of the world's leading startup incubators and accelerators, Steve knows what it's like to be

on the front lines, how tough it can get when the battle turns against the entrepreneur, and what it takes to taste victory and overcome seemingly impossible odds. Surviving a Startup is a must read for entrepreneurs considering taking the best first steps for a new venture. *Funded* McGraw Hill Professional 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 *Startup Success* John Wiley & Sons Teaches how best to finance a business no matter the size, including doing less with more in the early stages, growth financing, and alternatives to traditional financing.

Best Sellers - Books :

- [Can't Hurt Me: Master Your Mind And Defy The Odds By David Goggins](#)
- [The Mountain Is You: Transforming Self-sabotage Into Self-mastery By Brianna Wiest](#)
- [Little Blue Truck's Valentine By Alice Schertle](#)
- [Fourth Wing \(the Emphyrean, 1\) By Rebecca Yarros](#)
- [The Collector: A Novel](#)
- [The Boy, The Mole, The Fox And The Horse](#)

- [Hello Beautiful \(oprah's Book Club\): A Novel](#)
- [American Prometheus: The Triumph And Tragedy Of J. Robert Oppenheimer By Kai Bird](#)
- [A Letter From Your Teacher: On The First Day Of School By Shannon Olsen](#)
- [Too Late: Definitive Edition](#)