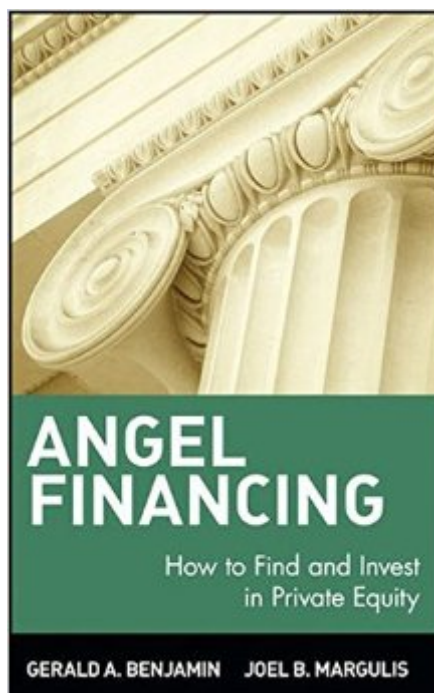


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# Angel Financing: How To Find And Invest In Private Equity



## Synopsis

Your guardian angel has arrived. Capital is the single most important factor to getting your venture off the ground, but finding it can be a challenge, particularly if you're running out of funding options. Suppose your venture is too small for institutional players. What do you do once you've exhausted your personal financial resources? Where do you go after banks, the leasing companies, the venture capital firms, have turned you down? What you need is an "angel"--a private investor with high net worth. *Angel Financing*--the only book of its kind--provides you with a road map to this valuable, little known, source of capital financing. Explains the structure of the direct private capital market \* Covers everything from the valuation process to writing an investor-oriented business plan

Gerald A. Benjamin (Sausalito, CA) is a Senior Managing Partner of International Capital Resources (ICR), an investment banking, corporate finance, and capital sourcing firm. He is also publisher of the California Investment Review. Joel Margulis (Mill Valley, CA) is a freelance writer who has published books and articles on a range of business and finance topics.

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## Customer Reviews

This book is EXACTLY the same as their earlier offering, "Finding your wings". They haven't even done us the courtesy of changing the layout much. That makes this book OLD, even though it has a new cover, and really does not deal with the way in which angel financing has changed in response to the internet revolution. It is anecdotal, and lacking in data or facts. I really think this is a rather sorry attempt to boost sales without doing any additional research. Not a book for the new

millenium.

This book is an extremely useful resource and is one of the only books we could find on the subject. Luckily this book helped us answer a lot of questions and has prepared us to work with our attorney and investors. This book really is an essential guide for anyone looking to raise private placement money or for someone who wants to simply understand the process.

There are many books in the marketplace that target different types of entrepreneurs with different types of approaches. Respectively, none of them work unless you are starting a mom-and-pop business. Believe me, I've gone through most of them! I have found that they are either based on a mom-and-pop "boilerplate business plan" start-up model or based from outer space, with grand delusions of fantasy by thinking that the start-up will rivet the attention of a venture capital firm or an investment banker. Forget it, those days are gone. If you are serious about finding and raising private equity for your start-up company, this book will give you plenty of facts, stories and anecdotes. Angel Financing will also give you the methods and processes to get it done properly. Promote your idea into a practical one. This book is pure common sense. Write a business plan to attract financing. The blueprint for operating your company is the next step. Look around and discover that Gerald Benjamin is a pioneer in this field and his views about how to raise private equity is gaining a foothold and turning heads. Recently, I attended one of his seminars and the people sitting next to me were simply top-caliber entrepreneurs. There are very few companies that will ever make it to the public equity markets. For example, many large companies such as SAIC (headquartered in San Diego) are employee-owned. Just look at the facts presented in his book and reconsider your options, especially if you would like to retain control of your start-up. I have one suggestion. Carefully review the how-to-do a business plan material out there. Make sure it is suitable for what you are doing, or you are going to go through many sleepless nights like I did. Read this book, prepare a Business Plan for investors, put together a PowerPoint presentation and "walk the talk." Good luck!

This book could easily have been cut by 100 pages or more without losing any information. The author says the same thing over and over and over and over again, almost as if he was being paid by the page (or trying to justify the high price with a thicker book). I did learn from it, but was annoyed skimming entire sections to simply reread what he's already said five times.

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