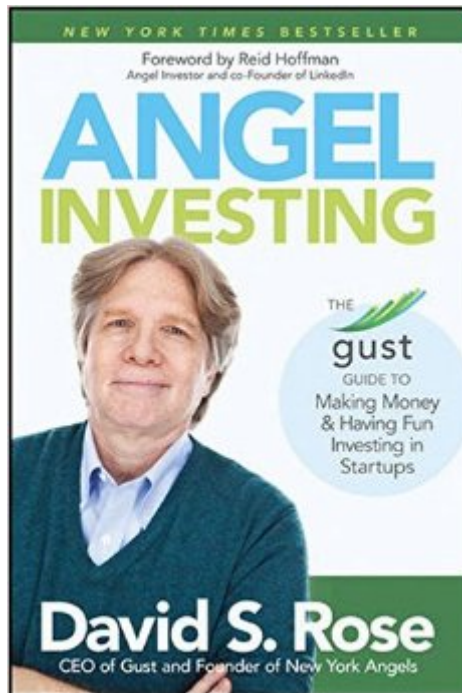


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# Angel Investing: The Gust Guide To Making Money And Having Fun Investing In Startups



## Synopsis

Achieve annual returns of 25% or more with a well-designed angel portfolio. Written by David S. Rose, the founder of Gust, the global platform that powers the world of organized professional angel investing. Angel Investing is a comprehensive, entertaining guide that walks readers through every step of the way to becoming a successful angel investor. It is illustrated with stories from among the 90+ companies in which David has invested during a 25 year career as one of the world's most active business angels and includes instructions on how to get started, how to find and evaluate opportunities, and how to pursue and structure investments to maximize your returns. From building your reputation as a smart investor, to negotiating fair deals, adding value to your portfolio companies and helping them implement smart exit strategies, David provides both the fundamental strategies and the specific tools you need to take full advantage of this rapidly growing asset class. He details the advantages of joining an angel group, explains how seed and venture funds can help leverage an investor's resources, and reveals how recent regulatory changes and new online platforms are making startup investing accessible to millions of Americans. Making money is no longer about sitting back and reading stock listings, David says. It is now about being part owner of an exciting startup that can be fun and financially rewarding. Angel Investing teaches investors how to carefully select and manage investments, establish a long term view, and approach angel investing as a serious part of an alternative asset portfolio while also enjoying being an integral part of an exciting new venture.

## Book Information

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## Customer Reviews

With the growing number of technology start-ups and the popularity of reality television shows like the Canadian Dragonâ€™s Den and its American spin-off Shark Tank, terms like â€œangel investorâ€• and â€œventure capitalâ€• are becoming household words. However, how to actually survive and thrive in this sort of investment market is still a great mystery to many. For those looking to fund these sorts of high-risk businesses, help is needed. And thatâ€™s exactly what Angel Investing: The Gust Guide to Making Money & Having Fun Investing in Startups offers. Author David S. Rose is a veteran angel, founder of the New York Angeles investor group, and CEO of the online platform Gust, which connects moneyed members to entrepreneurs. In Angel Investing, Rose shows the novice the ropes, covering basics such as the differences between equity investment and lending; and among accelerators, angel investor groups, and venture funds. Readers will learn how to evaluate an entrepreneurâ€™s potential, what to realistically expect from their portfolios, and how to be actively engaged in a business without becoming a nuisance. Rose also discusses what to expect in case of an acquisition, where your company is bought out by another one, and bankruptcy, where your chances of losing your entire investment is high. I particularly liked the authorâ€™s warning against trying to maximize financial return and social impact simultaneously. While itâ€™s a nice idea that we could make money while being â€œdo-gooders,â€• Rose points out that each project needs to focus on one goal. Sounds good so far? Well, for those who would rush out and buy this book as a sure-fire way to getting rich, I want to add two words of caution. First, this book was written for Accredited Investors (i.e.

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