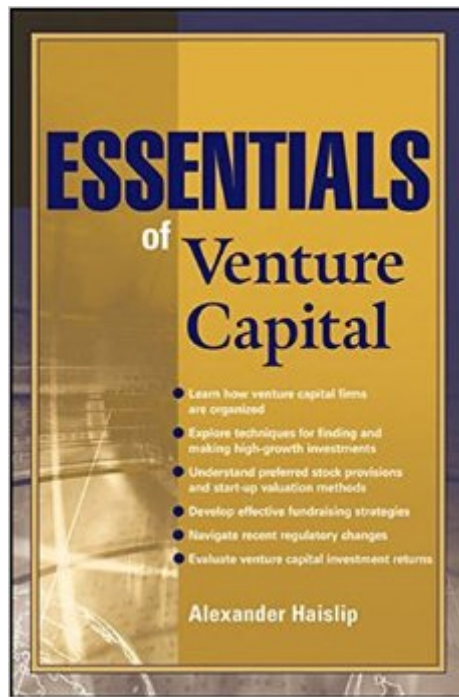


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# Essentials Of Venture Capital



## Synopsis

The first comprehensive guide for mastering venture capital *Essentials of Venture Capital* is your guide to understanding how venture capital and technology finance works from the inside out. Author Alexander Haislip easily explains the most complex concepts in venture capital and how the business is evolving to meet modern market needs. He illuminates the opaque industry that drives innovation in Silicon Valley and beyond. Learn how venture capital firms are organized and managed Develop techniques for fundraising and making high-growth investments Understand preferred stock provisions and startup valuation methods Navigate recent regulatory changes and evaluate investment returns The author draws on more than half a decade of experience and interviews with high-level investors in the U.S. and abroad. Whether you are contemplating a career in this industry, hoping to raise money for an entrepreneurial endeavor, or are already a seasoned veteran of venture finance, the book's insights and real-world examples will cement your understanding. *Essentials of Venture Capital* is the first comprehensive book to explain venture capital, how it is changing and what it will look like in the future.

## Book Information

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## Customer Reviews

Haislip promotes the benefits of venture capital as a good way of financing the innovation that drives future employment and consumption of beneficial goods. Among benefits of VC are minimum disclosure requirements and regulation. There is only Sarbanes-Oxley with no content shown in the book. Nor is any Dodd-Frank restriction mentioned. He naively advocates government subsidies and favorable tax treatment. It's like inviting a crocodile for lunch. The book examines both success

and failure of VC, emphasizing long the long holding time requirement. It examines career opportunities although mostly for the vicarious investor. The need for contacts is emphasized. A venture capitalist is paid for fund raising more than selection of investments. There is a very fine history of VC activity that raised too much money in the dot com era before the lean times since 2009. There's environmental politics involving the alternate energy boom showing the price of corn outstripped the price of energy. There's good insight on evaluation of investments. The mechanics of dilution through successive stages of capital investment is well done. In financing, loan vs VC is studied with the advantage of loan financing being non-dilution of stock ownership. Preferred stock is often demanded by financiers. The best of the book is accounts of CALPERS, Getty Trust, Harbor Vest, KPCB, Sequoia Capital and many others along with some of their successful investments. It titillates us with stories of investments in Google, Baidu, and others. The investing basics section cites Team, Technology and Time as the important factors, meaning that the most important factor in evaluating a potential investment is its management team. In the current global market the U.S.

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