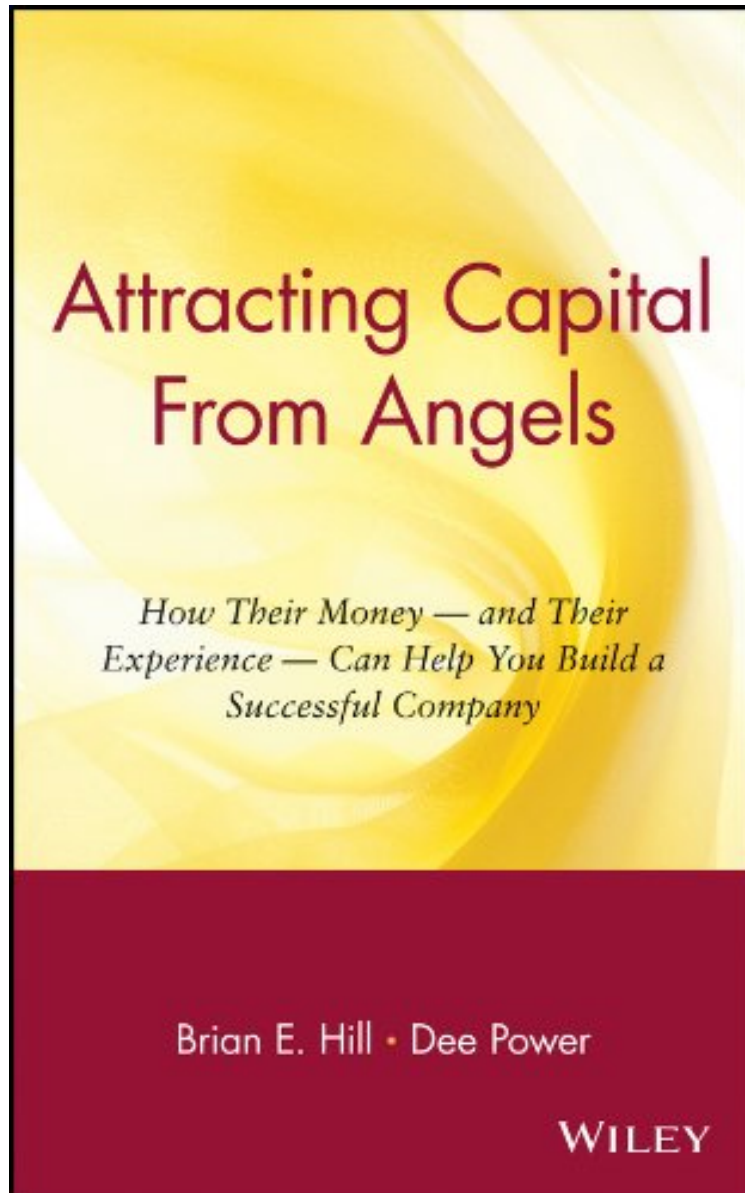


[E-BOOK] Attracting Capital From Angels: How Their Money - and Their Experience - Can Help You Build a Successful Company

## Attracting Capital From Angels: How Their Money - and Their Experience - Can Help You Build a Successful Company

*Brian E. Hill, Dee Power*

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**Brian E. Hill, Dee Power : Attracting Capital From Angels: How Their Money - and Their Experience - Can Help You Build a Successful Company** before purchasing it in order to gage whether or not it would be worth my time, and all praised Attracting Capital From Angels: How Their Money - and Their Experience - Can Help You Build a Successful Company:

28 of 32 people found the following review helpful. A complete waste of time and money. By Daniel Ginensky I am planning a new business, and payed for this book, along with express shipping, since it is very topical. I feel cheated since the book is completely worthless. My only consolation is writing this review. There is not enough information in this book to make a newspaper article. Aside from very short interviews with Angels that are scattered randomly among the pages, the book consists of constant repetition of a few very simple ideas: 1. Angels invest their own money, VC invest other peoples 2. Some Angels may be able to help you with your business. Some may not. 3. Don't waste potential investors time, make sure your business plan is short and reasonable. That's the whole book. Many other reviewers (who signed themselves "A Reader") praised this book. I have to question their impartiality. If you are planning a new business and looking for investors, I can offer you some free and valuable advice. Don't waste your time reading this book. 10 of 15 people found the following review helpful. Anecdote collection that lacks depth. By Hamada Kaido I would recommend this book only to the complete novice to angel and venture investing. I was hoping for more details regarding the angel investing process. One thing it teaches, though, is that angel investors are much less sophisticated and organized than professional venture capitalists (the way I understood it). What it feels like is a collection of experiences with the interpretation left mostly to the reader. Great if that's what you're looking for. 17 of 18 people found the following review helpful. Fresh and original... a must read on an important topic. By Bob Geras A real gem! In over 35 years as a serial entrepreneur, investment banker and angel investor, I've come across dozens of books addressing various aspects of raising money, writing a business plan and/or finding investors. Most rehash existing theories and consolidate existing sources of research and advice on the topic. Brian and Dee have done a remarkable job of gathering fresh information through direct interviews, original essays and new surveys. The result is a truly enlightening, useful and very readable work which should become The Bible for anyone thinking of starting a business, financing an existing one, or investing as an angel themselves. A must read even for someone just interested in learning more about Angel Investing, a little known area of our economy which just happens to be one of the most powerful drivers of our free enterprise system. Bob Geras, President LaSalle Investments Incorporated

"The complexity of business in economically demanding times makes finding constructive angels that much more challenging. The advice and tips in *Attracting Capital from Angels* are, therefore, invaluable. The wisdom offered here is not just for start-ups or neophytes, but is a well-timed companion to already existing resources and approaches to helping a business in all phases of development. It's also a great manual for people who want to share their knowledge (and invest capital) as an angel. I plan to recommend *Attracting Capital from Angels* to every entrepreneur I run into in the future who asks for mentoring sources. Great job!" — Bob Bozeman, General Partner, Angel Investors, LP

**PENNIES FROM HEAVEN** This book offers all the information entrepreneurs need for finding elusive angel investors. Comprehensive, eminently readable, and based on the authors' years of experience dealing with venture capital firms, angels, and entrepreneurs, this book covers all the angles on angels: What are angels and what do they want? Different types of angels Pitching and preparing for angels Finding angels Working with angels The future of angel investing *Attracting Capital from Angels* is the ultimate guide to finding the money your business needs to get on its feet—and make a run at success.

From the Inside Flap Angels are a particularly rare breed of investor. Whereas venture capital firms and funds invest other people's money in new businesses, angel investors invest their own money. Willing to take great risks, they are the start-up entrepreneur's best friends. *Attracting Capital from Angels* offers an in-depth look at the white knights of the entrepreneurial world. Angels most often assist a company when it may be little more than an entrepreneur's dream. Frequently, they offer more than money: serving as coach, mentor, and champion, and often providing guidance from the point of view of one who has experience turning ideas into fortunes. This book is the product of fifteen years working with, observing, and listening to entrepreneurs and angel investors as they pursued the entrepreneurial dream. It features top-notch research supplemented by in-depth interviews with angel investors and entrepreneurs. The personal stories presented here will help you learn from the mistakes of other entrepreneurs and model your approach on their successes. From the entrepreneur's point of view, gaining an understanding of the angel as an individual is an important factor in determining whether the partnership will be successful. As such, this book provides an inside look at angel investors and a comprehensive understanding of the "how" and the "why" of what they do. It provides guidance on finding the right angels, avoiding the wrong ones, and making a business work after an angel buys into it. Topics include: \* Angel investors versus venture capitalists \* How angels identify promising investments \* Selling a business plan to an angel investor \* Spotting frauds and cheats \* The importance of obtaining sound legal advice \* Attracting angels to your business \* Angels' approach to valuation \* Working with an angel after closing the deal Finding capital for your company is one of the most difficult and important tasks an entrepreneur must undertake, and Brian Hill and Dee Power will help you do it right. Both a practical "how-to" book and an authoritative resource on angel investors, *Attracting Capital from Angels* will tell you everything you need to know to find your own divine source of capital. From the Back Cover "The complexity of business in economically demanding times makes finding constructive angels that much more challenging. The advice and tips in *Attracting Capital from Angels*

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*Attracting Capital from Angels* is the ultimate guide to finding the money your business needs to get on its feet-and make a run at success.

About the Author **BRIAN E. HILL** holds a master's degree in business administration, with a specialization in finance. He worked in corporate planning with several large organizations before founding Profit Dynamics, Inc., a research and management consulting firm, in 1987. This firm has advised numerous small and mid-sized companies in the areas of writing business plans and finding capital. Clients have included technology and Internet companies as well as manufacturing, distribution, and service businesses.

**DEE POWER** also has an MBA degree and is a founding partner of Profit Dynamics, Inc. She has eighteen years of experience in business planning and in working with entrepreneurs. Hill and Power are also the authors of *Inside Secrets to Venture Capital*, available from Wiley. They can be reached through their Web site, [www.capital-connection.com](http://www.capital-connection.com), a resource site for entrepreneurs looking for capital.