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| Autore | Rose David S. |
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| Nota di contenuto | Cover; Title Page; Copyright; Contents; Foreword; Introduction: How I Became An Angel Investor; Part I The Basics of Angel Investing; Chapter 1 The 25 Percent Annual Return: Why Everyone with Six Figures to Invest Should Consider Angel Investing; What Exactly Is Angel Investing?; Can You Really Make 25 Percent a Year?; Who Can Be an Angel?; ...And Who Should Be an Angel?; Getting Started in Angel Investing; Risks in Angel Investing; Types of Angel Investors; Chapter 2 Plus, It's Really Fun!: The Nonfinancial Rewards of Being an Angel; Keeping Up with the World Entrepreneurship without the Responsibility The Joy of Giving Back; The Social Side of Angel Investing; Chapter 3 The Portfolio Theory of Angel Investing: Why Every Angel Needs to Invest in at Least 20 Companies; Truth 1: Most Startups Fail; Truth 2: No One Knows Which Startups Are Not Going to Fail; Truth 3: Investing in Startups Is a Numbers Game; Truth 4: What Ends Up, Usually Went Down First; Truth 5: All Companies Always Need More Money; Truth 6: If You Understand and Follow Truths 1 to 5, Angel Investing Can Be Very Lucrative Chapter 4 The Financial Life of a Startup: Where Angels Fit in the Big |

Financing Picture Financial Stages of a Startup; Part II The Nuts and Bolts; Chapter 5 Develop Your Deal Flow: Sourcing and Identifying High-Potential Opportunities; Personal Connections; Angel Groups; Meetups; Business Plan Competitions; Startup Conferences and Launch Events; Accelerator Demo Days; Online Deal Sources; Deal Brokers; What to Expect When You Meet a Founder; Chapter 6 Bet the Jockey, Not the Horse: Evaluating the Entrepreneur and Picking the Right One to Back; What Makes a Great Entrepreneur? Are Startups a Young Person's Game? How Young? Serial Entrepreneurs versus First Timers; What About Tech Savvy?; What About Education?; Warning Signs of a Weak Founder; Chapter 7 Here Comes the Pitch: Listening to the Story Does It Make Sense for Your Portfolio?; Strength of the Management Team; Size of the Opportunity; Product or Service; Other Issues; Where Is My Money Going?; Materials You Should Expect to See During the Pitch Process; Summary Financials; Chapter 8 Look Under the Hood and Lead a Deal: Coordinating Due Diligence and Running the Show; Leading a Deal Chapter 9 Valuations and Expectations: Discovering the Secret Economics of the Angels The Four Simple Numbers: Basics of Investment Math; How Much Should You Invest?; What Target Rate of Return Should You Aim For?; What Is the Company Worth When You Invest?; How Do Initial Valuations Affect an Angel's Ultimate IRR?; Changing Valuations During a Round; Chapter 10 Investment Rounds and Their Forms: Common Stock, Convertible Notes, or Preferred Stock?; How Equity Investments Work; The Discounted Convertible Note; Fine Points of Investing in Discounted Convertible Notes Chapter 11 The Art of the Angel Deal: Negotiating a Win/Win Relationship with Your Entrepreneur

Sommario/riassunto

The Official Gust Guide to Angel Investing will be the first complete, up to date, guide to the subject, including what angel investing is, how one gets started, how to find deal flow, evaluate opportunities, negotiate terms, join an angel group, structure investments, work with venture capital funds, and, of course, use the Gust platform to do all of the above. The initial target audience is the 7,000,000+ plus people in the US who qualify as "accredited investors", because they have incomes over 200K or assets of over 1m. These are the people who are legally allowed to in
