



# The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know

By Alejandro Cremades

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**Startup money is moving online, and this guide shows you how it works.**

*The Art of Startup Fundraising* takes a fresh look at raising money for startups, with a focus on the changing face of startup finance. New regulations are making the old go-to advice less relevant, as startup money is increasingly moving online. These new waters are all but uncharted—and founders need an accessible guide. This book helps you navigate the online world of startup fundraising with easy-to-follow explanations and expert perspective on the new digital world of finance. You'll find tips and tricks on raising money and investing in startups from early stage to growth stage, and develop a clear strategy based on the new realities surrounding today's startup landscape.

The finance world is in a massive state of flux. Changes are occurring at an increasing pace in all sectors, but few more intensely than the startup sphere. When the paradigm changes, your processes must change with it. This book shows you how startup funding works, with expert coaching toward the new rules on the field.

- Learn how the JOBS Act impacts the fundraising model
- Gain insight on startups from early stage to growth stage
- Find the money you need to get your venture going
- Craft your pitch and optimize the strategy
- Build momentum
- Identify the right investors
- Avoid the common mistakes

Don't rely on the "how we did it" tales from superstar startups, as these stories are unique and applied to exceptional scenarios. The game has changed, and playing by the old rules only gets you left behind. Whether you're founding a startup or looking to invest, *The Art of Startup Fundraising* provides the up-to-the-minute guidance you need.

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## Editorial Review

### Review

*"The Art of Startup Fundraising is an easy read with a lot of good advice on how to raise capital. One of the biggest hurdles of early stage companies is fundraising. Entrepreneurs are not experts in this arena which makes this book a worthwhile read."*

- **TONY HSIEH**, author of Delivering Happiness and CEO of Zappos

*"The Art of Startup Fundraising is a must read for anyone who even considers starting a business. Fundraising is hard. This book gives you the roadmap to get where you are going. Alejandro Cremades speaks with wisdom and from experience."*

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*"The Art of Startup Fundraising should be a mandatory reading for entrepreneurs that are looking to raise capital. This book will enable Alejandro to help many more early stage companies answer the tough questions when fundraising."*

- **MARCO LANDI**, Former Chief Operating Officer at Apple and Chairman at Atlantis Ventures

*"Raising capital is often the most daunting and least understood aspects of starting a new business and there are few people more experienced than Alejandro Cremades to act as a guide. The Art of Startup Fundraising unlocks key secrets of fundraising for newly minted entrepreneurs."*

- **JEFF STIBEL**, Chairman of BrainGate, Inc. and Vice Chairman of Dun & Bradstreet, Inc.; *New York Times* bestselling author of *Breakpoint* and *Wired for Thought*

*"This book provides a clear, concise tour of the fundraising game. With his crowdfunding and entrepreneurial expertise in full display, Cremades does a terrific job making a complicated process simple and accessible."*

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*"Raising money is perhaps the most daunting challenge faced by any startup. For the uninitiated, it is also a mystical process filled with an increasingly complex array of investment options and practical considerations. As one of the finest entrepreneurs I know, Alejandro has put together an authoritative guide that should be required reading for all nascent entrepreneurs, as well as veterans looking to brush up on the latest the field has to offer."*

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- **GIL PENCHINA**, serial entrepreneur and prolific angel investor

*“The Art of Startup Fundraising is a practical and comprehensive resource for entrepreneurs to use again and again. It captures what startups need to do to be successful in the rapidly evolving financing world, while also providing tips on the fundamentals of building businesses that don’t change over time.”*

- **MARIANNE HUDSON**, Executive Director at Angel Capital Association

*“It doesn’t matter how great of a business you can build. If you can’t raise money, you’re toast. Master this book.”*

- **ILYA POZIN**, Forbes Contributor and CoFounder of Pluto TV and CoFounder of Coplex

*“There is no perfect approach to raising investment for a startup, but there is a certain tribal knowledge out there, that most of us had to learn through several failed attempts. The Art of Startup Fundraising captures every bit of advice (and then some!) that I would give to any entrepreneur looking for funding.”*

- **PAUL MURPHY**, Partner at Betaworks and CoFounder of Playdots

*“Alejandro’s The Art of Startup Fundraising is a must read for any entrepreneur. Clear and concise, he outlines in today’s startup community the steps to successfully fundraise. This is the golden era for entrepreneurs, any good idea with proof of concept can get access to money. Know your options!”*

- **ANGELO J. ROBLES**, Founder and CEO of Family Office Association

*“One of the biggest crimes in the startup community is to watch good ideas and good teams to go unfunded because the Fundraising process isn’t friendly to first-time entrepreneurs. The Art of Startup Fundraising is Alejandro’s contribution to the ecosystem that does a masterful job filling in knowledge gaps and giving entrepreneurs the best chances of raising the capital they need.”*

- **FRANK ROTMAN**, Founding Partner at QED Investors

*“The Art of Startup Fundraising delivers a smooth ride on the bumpy road of raising capital and starting a business. Alejandro Cremades delivers up-to-date details and a clear vision - an important guide for any entrepreneur who seeks to build and scale a business today.”*

- **JEANNE M. SULLIVAN**, Co-founder, StarVest Partners

*“Fundraising can be an incredibly frustrating experience for startup founders because they are at a fundamental disadvantage: they know very little about the process, and investors know a lot. Luckily, Alejandro has taken the time to assemble a detailed blueprint of how it works behind the scenes that will help any founder level the playing field and navigate the process like a pro. If you are raising money for your startup, don’t start without reading this book.”*

- **PEDRO TORRES-PICON**, Founder and Managing Director at Quotidian Ventures

*“The Art of Startup Fundraising translates art into science. By sharing proven formulas, strategies, and case studies that work, Alejandro Cremades provides a needed service to future entrepreneurs.”*

- **JOSH COHEN**, Managing Partner at City Light Capital

*“This ought to be a reading requirement for all entrepreneurs when building a business and raising capital. This is a very well written and informative book, written by a man who is a testament to dedication and creativity when confronted with the challenges of being an entrepreneur and raising capital.”*

- **CARTER CALDWELL**, serial entrepreneur and Principal at Cross Atlantic Capital Partners

*“Alejandro is on the bleeding edge of equity crowdfunding today. When he talks about fundraising, startups listen.”*

- **ANDREW ACKERMAN**, Managing Director at Dreamit Ventures

*“Starting a company is full of ups and downs for an entrepreneur and foremost among them can be how to raise money for it. There is no magic bullet to make the process easy, but Cremades comes close in the Art of Startup Fundraising by at least making it intuitive and accessible.”*

- **WESTON GADDY**, Principal at Bain Capital Ventures

*“Raising capital can be tough. Alejandro provides a step-by-step guidebook to all entrepreneurs that rather spend their time thinking about changing the world instead of thinking of how to raise funds.”*

- **TOBIAS P. SCHIRMER**, Managing Partner of JOIN Capital

*“A superb book on fundraising. Alejandro's guidance should arm entrepreneurs with the necessary tools to close with success a meaningful round of financing.”*

- **ELLEN WEBER**, Executive Director at Robin Hood Ventures

*“Raising money is hard. But start-up founders all over the world can make it exponentially easier by educating themselves on the process of raising equity capital before they dive into it. The practical, hands-on advice from Alejandro Cremades in this book provides a solid foundation in that self-education process. Delivered in an approachable format with a key lesson to take-away every few pages, “The Art of Startup Fundraising” is essential reading for entrepreneurs everywhere.”*

- **ALLEN TAYLOR**, Managing Director at Endeavor

*“There are very few complete resources available to entrepreneurs today to help them navigate the world of fundraising. Alejandro Cremades does a great job of explaining and demystifying the fundraising process. The Art of Start-up Fundraising will, without question, provide entrepreneurs with a great jump off point.”*

- **SID PAQUETTE**, Managing Director, OMERS Ventures

#### From the Inside Flap

*The Art of Startup Fundraising* is the groundbreaking book that offers a step-by-step guide to today's way of raising money for startups. Written by acclaimed entrepreneur Alejandro Cremades, the book includes the tools, strategies, and approaches needed to empower entrepreneurs, from formation to financing.

The author reveals the secrets behind the art of raising capital and shows how every ingredient in the process needs to be perfectly balanced in order to secure the needed capital. The book details the milestones to be achieved while launching, nurturing, and growing a startup and lists the important markers investors want and expect.

Recent regulations—most notably the JOBS Act—are making the old go-to advice less relevant, as startup money is increasingly moving online. *The Art of Startup Fundraising* helps entrepreneurs develop a clear business strategy based on the new realities surrounding today's financial landscape. Cremades shows how to best organize a corporate structure, enlist experienced and talented managers, and align a winning team that will attract investors.

*The Art of Startup Fundraising* explores the advantages and pitfalls of the various sources of capital from business loans to angel groups and beyond. The author also offers an in-depth discussion of the venture capital game and gives solid advice for identifying and engaging with prospects, as well as developing a realistic concept of how much to ask from investors. He stresses the vital importance of selecting the right investors. Knowing what to look for in an investor and the key questions to ask potential investors—even those who invest the smallest amounts of initial seed money—is vital to success.

Once momentum has been created and the ideal investor shows interest in a business venture, it is time to close the deal. *The Art of Startup Fundraising* offers invaluable advice for creating a completion schedule that shows all concerned parties when to expect an agreement to become legally binding. However, once a deal is closed the work isn't done. It becomes one more stepping-stone on the startup journey.

No matter if you are the founder of a startup or looking for an exciting investment opportunity, *The Art of Startup Fundraising* offers the must-have guidance you need.

From the Back Cover

## THE INDISPENSABLE GUIDE TO THE WORLD OF STARTUP FUNDRAISING

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—**PAUL MURPHY**, Partner at Betaworks and CoFounder of Playdots

## Users Review

### From reader reviews:

#### Benny Joiner:

People live in this new morning of lifestyle always aim to and must have the spare time or they will get wide range of stress from both daily life and work. So , when we ask do people have time, we will say absolutely of course. People is human not really a huge robot. Then we consult again, what kind of activity do you have when the spare time coming to a person of course your answer will certainly unlimited right. Then ever try this one, reading ebooks. It can be your alternative within spending your spare time, typically the book you have read is usually *The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know*.

#### Cory Kyle:

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**Kenneth Sisk:**

Is it you actually who having spare time subsequently spend it whole day by simply watching television programs or just laying on the bed? Do you need something totally new? This The Art of Startup Fundraising: Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know can be the answer, oh how comes? The new book you know. You are therefore out of date, spending your spare time by reading in this completely new era is common not a nerd activity. So what these guides have than the others?

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