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Raising Entrepreneurial Capital

John B. Vinturella, Suzanne M. Erickson

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This book focuses on classic capital raising. That is, it covers the debt vs. equity decision, the options available to smaller businesses, and the considerations that lead to rapid growth, including venture capital, IPOs, angels, incubators, and so forth. **Raising Entreprenuerial Capital** begins where entrepreneurship books leave off, assuming that the reader understands simple financial statements, has selected a specific business, and knows how to write a business plan. It provides a broad, high-level summary of the subjects that people typically research, such as "How should your company position itself to attract private equity investment?" and "What steps can you take to improve your company's marketability?" Unlike other books of the genre, **Raising Entrepreneurial Capital** includes several chapters on worldwide regional variations on forms and availability of pre-seed capital, incubators, and the business plans they create, with case-studies from Europe, Latin America, and the Pacific-Rim.

* Combines solid theory with practitioner's experience and insights
* Case studies illustrate theory throughout the book
* Describes worldwide and regional variations in capital raising strategies

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