

# Venture Capitalists At Work How Vcs Identify And Build Billion Dollar Successes

The Way of the VC Venture Capital Investments How to Be a Vc Venture Capitalists at Work Finding Genius The Gig Economy Venture Capital Due Diligence The Art of the Start 2.0 Women Who Venture The Blue Sweater E Boys Becoming a Venture Capitalist Angel Investing VC The Startup Game Startup Boards The First Venture Capitalist Mastering the VC Game Hillbilly Elegy Creative Capital Venture Deals Early Exits Lean B2B Venture Capital, Entrepreneurship, and Public Policy Venture Capital For Dummies CIOs at Work Secrets of Sand Hill Road Technology Due Diligence: Best Practices for Chief Information Officers, Venture Capitalists, and Technology Vendors Venture Capital Strategy Faster, Higher, Stronger #BreakIntoVC The Business of Venture Capital The Art of Startup Fundraising Venture Capital Investment Venture Investing in Science Done Deals E Boys The Entrepreneurial Bible to Venture Capital: Inside Secrets From the Leaders in the Startup Game Venture Capital and the Finance of Innovation, 2nd Edition Venture Capital Mindset

## The Way of the VC

Randall Stross looks at how Silicon Valley creates wealth through the eyes of leading venture capitalist firm Benchmark Capital. In offices along six blocks of Sand Hill Road in Menlo Park, California, these venture capitalists will provide most of the \$50 billion likely to be invested this year alone in the new technologies of the information age. This fly-on-the-wall book follows Benchmark's five partners in their pursuit of a finite number of sensible business ideas. It is an environment in which relatively few successes must pay for many failures. Against such a background, there are compelling stories of instant decision, multi-million dollar deals, and high risk-taking. As Silicon Valley drives fundamental changes in today's global technology, Randall Stross gives us an intriguing glimpse of the money men behind the constant innovations of the digital era.

## Venture Capital Investments

Secure venture capital? Easy. Getting a business up and running or pushing a brilliant product to the marketplace requires capital. For many entrepreneurs, a lack of start-up capital can be the single biggest roadblock to their dreams of success and fortune. Venture Capital For Dummies takes entrepreneurs step by step through the process of finding and securing venture capital for their own projects. Find and secure venture capital for your business Get your business up and running Push a product to the marketplace If you're an entrepreneur looking for hands-on guidance on how to secure capital for your business, the information in Venture Capital For Dummies gives you the edge you need to succeed.

## How to Be a Vc

In CIOs at Work, noted author Ed Yourdon interviews many of the world's most influential chief information officers. You will gain insights from the first CIO of the USA, take a peek into the future with the CIO at Google, learn the unique role IT plays in testing Microsoft applications, and much more. Yourdon focuses on how his interviewees tackle the day-to-day work of managing information in their organizations while revealing much more: How they got there, how they manage and allocate resources, and how they interact with business units and assure that their companies take advantage of technologies and automation to make employees even more productive. Surveying a variety of unique corporations, you'll get a great sense of what can be done and what is being done now in organizations around the world. "Simply put, Ed Yourdon's CIOs at Work is a fascinating read. The author has managed to illuminate the real challenges confronting the Chief Information Officer. The technical expertise of his extraordinary interviewees and their personal insights into the changing role of technology in business are in no short supply. But, what really stands out— beyond the banter about "clouds," "agile development,"—is the human dimension. More than anything else, the CIO is wrestling with profound issues: the proliferation of choices, the speed of change, the shorter attention spans of consumers, the "everyone's an expert" mindset, and the growing expectation for limitless and low cost computing resources that are as open and accessible as they are safe, secure and accurate. At last, the CIO has a human face, but also an enormous burden that can only be appreciated by reading Yourdon's probative interviews." —Jon Toigo, Managing Principle, Toigo Partners International Featured CIOs: Ben Fried, Google Tony Scott, Microsoft Monte Ford, American Airlines Mittu Sridhara, Ladbrokes Steve Rubinow, NYSE Lew Temares (retired), University of Miami Mark Mooney, McGraw-Hill Dan Wakeman, Educational Testing Services Lynne Ellen, Detroit Energy Becky Blalock, Southern Company Ken Bohlen, Arizona Public Services Roger Gurnani, Verizon Ashish Gupta, British Telecom Joan Miller, U.K. Parliament Vivek Kundra, (first CIO), U.S. Government Paul Strassmann, (retired), Kraft Foods

Other books in the Apress At Work Series: CTOs at Work, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 Coders at Work, Seibel, 978-1-4302-1948-4 Venture Capitalists at Work, Shah & Shah, 978-1-4302-3837-9 Founders at Work, Livingston, 978-1-4302-1078-8 European Founders at Work, Santos, 978-1-4302-3906-2 Women Leaders at Work, Ghaffari, 978-1-4302-3729-7 Advertisers at Work, Tuten, 978-1-4302-3828-7 Gamers at Work, Ramsay. 978-1-4302-3351-0

## Venture Capitalists at Work

The first book to offer a comprehensive framework for conducting the venture capital due diligence process Venture capitalists and other professional investors use due diligence to uncover all of the critical aspects of a company in which they are considering investing in an attempt to estimate the ROI of this decision. The state of the market, management expertise within the firm, legal concerns, location, and environmental issues are just a few of the factors investors include in their due diligence analyses. This book is the only guide to provide investors with a rigorous due diligence framework that

can be customized to fit the practice of the firm. The book provides readers with a clear and complete understanding of the due diligence process and formalizes the process for the VC community. The book is structured around key criteria presented in the form of questions. Each question is followed by in-depth explanations and analyses that incorporate the best practices of today's top VCs, including John Doerr, Don Valentine, Kevin Fong, and Ann Winblad.

### **Finding Genius**

"This is probably the single most valuable resource for the entrepreneurs aspiring to build successful companies"—Ron Conway, Special Adviser, SV Angel, and investor in Facebook, Google, Twitter, Foursquare, PayPal, Zappos "I highly recommend *Venture Capitalists at Work*. This book captures the personalities and approaches of a number of leading VC practitioners and displays the heart and soul of the venture capital process, by offering an exclusive window into the voice of the practitioners."—Gus Tai, Trinity Ventures "Venture Capitalists at Work is a foundational pillar in an entrepreneur's understanding and resources. This is a first in terms of the level of detail, quality of discussion, and value to the entrepreneur."—George Zachary, Charles River Ventures and Investor in Twitter *Venture Capitalists at Work: How VCs Identify and Build Billion-Dollar Successes* offers unparalleled insights into the funding and management of companies like YouTube, Zappos, Twitter, Starent, Facebook, and Groupon. The venture capitalists profiled—among the best in the business—also reveal how they identify promising markets, products, and entrepreneurs. Author Tarang Shah, a venture capital professional himself, interviews rising VC stars, Internet and software investment pioneers, and venture investment thought leaders. You'll learn firsthand what criteria venture capitalists use to make investments, how they structure deals, the many ways they help the companies they fund, avoidable mistakes they see all too often, the role of luck in a success, and why so many startups fail. *Venture Capitalists at Work* also contains interviews with those on the receiving end of venture money—entrepreneurs in high-profile startups that went on to achieve great success. Whether you're an entrepreneur, an aspiring VC, an M&A professional, or an ambitious student, the knowledge you will gain from *Venture Capitalists at Work* could provide a significant shortcut to success. Other books in the *Apress At Work Series*: *Coders at Work*, Seibel, 978-1-4302-1948-4 *CIOs at Work*, Yourdon, 978-1-4302-3554-5 *CTOs at Work*, Donaldson, Seigel, & Donaldson, 978-1-4302-3593-4 *Founders at Work*, Livingston, 978-1-4302-1078-8 *European Founders at Work*, Santos, 978-1-4302-3906-2 *Women Leaders at Work*, Ghaffari, 978-1-4302-3729-7 *Advertisers at Work*, Tuten, 978-1-4302-3828-7 *Gamers at Work*, Ramsay. 978-1-4302-3351-0 What you'll learn How venture capitalists identify promising markets, entrepreneurs, and companies What venture capitalists are looking for in entrepreneurs and business plans How to build an "A" team and a culture of success Successful relationship dynamics between entrepreneur and investors When to slow down, ramp up, and scale companies Knowing when to sell a business, keep growing, or shut it down Why startups fail Common entrepreneurial mistakes you can avoid Who this book is for This book is a must-read for entrepreneurs and venture capital/private equity investors. It's also for venture capitalists and entrepreneurs in emerging markets who want to

apply to homegrown ventures the Silicon Valley model of building billion-dollar startups. Corporate executives focused on innovation or mergers and acquisitions will find the book's insights priceless. Finally, business students and aspiring entrepreneurs will find this book a great reference guide and how-to manual for starting companies, building new products and services, and helping move the 21st century economy forward. Table of Contents

Chapter 1: Roelof Botha, Sequoia Capital  
Chapter 2: Mike Maples, FLOODGATE Fund  
Chapter 3: George Zachary, Charles River Ventures  
Chapter 4: Sean Dalton, Highland Capital Partners  
Chapter 5: Alex Mehr, Zoosk  
Chapter 6: Howard Morgan, First Round Capital and Idealab  
Chapter 7: Tim Draper, DFJ  
Chapter 8: Osman Rashid, Chegg  
Chapter 9: Harry Weller, NEA  
Chapter 10: David Cowan, Bessemer Venture Partners  
Chapter 11: Michael Birch, Bebo and Birthday Alarm  
Chapter 12: Mitchell Kertzman, Hummer Winblad Venture Partners  
Chapter 13: Scott Sandell, NEA  
Chapter 14: Gus Tai, Trinity Ventures  
Chapter 15: Steven Dietz, GRP Partners  
Chapter 16: Paul Scanlan, MobiTV  
Chapter 17: Ann Winblad, Hummer Winblad Venture Partners  
Chapter 18: Jim Goetz, Sequoia Capital  
Chapter 19: Roger Lee, Battery Ventures  
Chapter 20: Ken Howery, Founders Fund  
Chapter 21: Alfred Lin, Sequoia Capital and Zappos  
Chapter 22: Kevin Hartz, Xoom and Eventbrite  
Chapter 23: Eric Hippeau, Lerer Ventures and SoftBank Capital  
Chapter 24: David Lee, SV Angels  
Chapter 25: Ted Alexander, Mission Ventures  
Chapter 26: Robert Kibble, Mission Ventures  
Chapter 27: Rajiv Laroia, Flarion  
Chapter 28: Jim Boettcher and Kevin McQuillan, Focus Ventures  
Chapter 29: Mike Hodges, ATA Ventures  
Chapter 30: Alan Patricof, Greycroft Partners  
Chapter 31: Ben Elowitz, Blue Nile and Wet Paint  
Chapter 32: Vish Mishra, Clearstone Venture Partners  
Chapter 33: Richard Wong, Accel Partners  
Chapter 34: Randy Komisar, Kleiner Perkins Caufield & Byers  
Chapter 35: Peter Wagner, Accel Partners

### **The Gig Economy**

A reader-friendly guide to the inner workings and behind-the-scenes action of Silicon Valley and venture capitalism. Investigative reporter Gary Rivlin gives an armchair tour of the world of venture capitalism, while providing vivid case studies illustrating how to get started in the field. He shows how once-small companies such as Facebook, Instagram, and Amazon used venture capitalism to transform into the icons they are today, and the VCs that made a fortune in the process. Readers will learn what series funding is, the difference between an angel and super angel investor, and how to go about identifying ideas worthy of funding. Becoming a Venture Capitalist is not only an exclusive look into the world of legendary venture firms—as well as stories of their most interesting characters, including Peter Thiel, Reid Hoffman, and Mark Zuckerberg—but a wonderful guide on how to break into a seemingly impenetrable world.

### **Venture Capital Due Diligence**

Due diligence conducted around technology decisions is complex. Done correctly, it has the power to enable outstanding positive outcomes; done poorly, it can wreak havoc on organizations, corporate cultures, and markets. Technology Due

Diligence: Best Practices for Chief Information Officers, Venture Capitalists, and Technology Vendors develops a due diligence framework for anyone resolving technology decisions intended to help their business achieve positive results. This essential book contains actual case studies that incorporate the due diligence methodology to assist chief information officers, venture capitalists, and technology vendors who wrestle with technology acquisitions challenges on a daily basis.

## **The Art of the Start 2.0**

### **Women Who Venture**

“In principle, venture capital is where the ordinarily conservative, cynical domain of big money touches dreamy, long-shot enterprise. In practice, it has become the distinguishing big-business engine of our time[A] first-rate history.” —New Yorker  
“An excellent and original economic history of venture capital.” —Tyler Cowen, *Marginal Revolution* “It is an article of faith that ready access to venture capital makes an economy more dynamic. Nicholas frames the case historically.” —Wall Street Journal  
“A detailed, fact-filled account of America’s most celebrated moneymen.” —New Republic  
VC tells the riveting story of how the venture capital industry arose from America’s longstanding identification with entrepreneurship and risk-taking. Whether the venture is a whaling voyage setting sail from New Bedford (as in VC’s infancy) or the latest Silicon Valley startup, VC is a state of mind as much as a way of doing business, exemplified by an appetite for seeking extreme financial rewards, a tolerance for failure and experimentation, and a faith in the promise of innovation to generate new wealth. Tom Nicholas’s authoritative history takes us on a roller coaster of entrepreneurial successes and setbacks. It describes how iconic firms like Kleiner Perkins and Sequoia invested in Genentech and Apple as it tells the larger story of VC’s birth and evolution, revealing along the way why it is such a quintessentially American institution—one that has proven difficult to recreate elsewhere.

### **The Blue Sweater**

If you want to be a VC, but don't know where to start? If you are young and want to explore investment in technology? If you are just someone wanting to be the boss of your industry? This book will guide your way. The book featured exclusive stories with some of the top venture capitalists. They were featured on the Forbes Midas List. The investors invested in companies like Facebook, Twitter, Apple, Snapchat, Salesforce, LinkedIn, eBay, Twitch and many other iconic companies. This book is a collection on how investors get into investing. - How did they raise funds? - How did they build up relationships with their peers and entrepreneurs? - How did they discover and invest in some of the most iconic companies?  
#Angel investor #B2B #Benchmark #Board of directors #Bootstrapped #Bridge loan #Buyout #Capital #Capital under

management #Capped notes #Convertible debt #Debt financing #Disruption #Due diligence #Enterprise #Entrepreneur #Entrepreneur in residence (#EIR) #Equity financing #Exit #Fund of funds #Ground floor #Incubator #IPO #Lead investor #Leveraged buyout #Liquidation #Mezzanine financing #NDA #Pivot #Portfolio company #Preferred stock #Proof of concept #Pro rata rights #Recapitalization #ROI #Round #SaaS #Seed #Secondary public offering #Sector #Series #Stage #Startup #Term sheet #Valuation #Venture capital #Venture capitalist #Vesting

### **E Boys**

Achieve annual returns of 25% or more with a well-designed angel portfolio Written by David S. Rose, the founder of Gust—the global platform that powers the world of organized professional angel investing—Angel Investing is a comprehensive, entertaining guide that walks readers through every step of the way to becoming a successful angel investor. It is illustrated with stories from among the 90+ companies in which David has invested during a 25 year career as one of the world's most active business angels and includes instructions on how to get started, how to find and evaluate opportunities, and how to pursue and structure investments to maximize your returns. From building your reputation as a smart investor, to negotiating fair deals, adding value to your portfolio companies and helping them implement smart exit strategies, David provides both the fundamental strategies and the specific tools you need to take full advantage of this rapidly growing asset class. He details the advantages of joining an angel group, explains how seed and venture funds can help leverage an investor's resources, and reveals how recent regulatory changes and new online platforms are making startup investing accessible to millions of Americans. Making money is no longer about sitting back and reading stock listings, David says. It is now about being part owner of an exciting startup that can be fun and financially rewarding. Angel Investing teaches investors how to carefully select and manage investments, establish a long term view, and approach angel investing as a serious part of an alternative asset portfolio while also enjoying being an integral part of an exciting new venture.

### **Becoming a Venture Capitalist**

Finding Genius captures the insights and anecdotes shared by prominent venture capitalists who first backed companies such as Airbnb, Uber, Twitter, Facebook, SpaceX, Tesla, Pinterest, Snapchat, and Instagram. Between 2017-2019, Kunal Mehta interviewed dozens of successful venture capitalists to define entrepreneurial genius and to bring transparency to an industry that has often been a necessary sidekick to founders that shape the world we live in. Finding Genius attempts to answer a few key questions: How do discerning investors block out the noise to identify the next wave of innovation? What qualities do the 'genius' entrepreneurs share? Is there randomness to successful investments or a predictive trend that entrepreneurs and investors can learn from? The anecdotes in Finding Genius will search for these answers through the

candid stories of the risk-takers behind the greatest entrepreneurs of our generation. Finding Genius is written and compiled by Kunal Mehta but will feature chapters written by a select group of successful venture capitalists who offer a diverse and expert perspective on new technologies including Artificial Intelligence and Blockchain as well as specific investment frameworks across industries such as Industrial Automation, Financial Technology, Future of Work, Education, Media & Entertainment, and Healthcare.

### **Angel Investing**

An engaging guide to excelling in today's venture capital arena Beginning in 2005, Brad Feld and Jason Mendelson, managing directors at Foundry Group, wrote a long series of blog posts describing all the parts of a typical venture capital Term Sheet: a document which outlines key financial and other terms of a proposed investment. Since this time, they've seen the series used as the basis for a number of college courses, and have been thanked by thousands of people who have used the information to gain a better understanding of the venture capital field. Drawn from the past work Feld and Mendelson have written about in their blog and augmented with newer material, Venture Capital Financings puts this discipline in perspective and lays out the strategies that allow entrepreneurs to excel in their start-up companies. Page by page, this book discusses all facets of the venture capital fundraising process. Along the way, Feld and Mendelson touch on everything from how valuations are set to what externalities venture capitalists face that factor into entrepreneurs' businesses. Includes a breakdown analysis of the mechanics of a Term Sheet and the tactics needed to negotiate Details the different stages of the venture capital process, from starting a venture and seeing it through to the later stages Explores the entire venture capital ecosystem including those who invest in venture capitalist Contain standard documents that are used in these transactions Written by two highly regarded experts in the world of venture capital The venture capital arena is a complex and competitive place, but with this book as your guide, you'll discover what it takes to make your way through it.

### **VC**

Entrepreneurs would do well to think strategically like investors. After all, founders are their own first investors. This book treats venture capital as a topic of entrepreneurial strategy, not finance, and includes a background of the industry, an explanation of all aspect of the VC Job Cycle and a framework called "VC Razor" for performing due diligence.

### **The Startup Game**

An essential guide to understanding the dynamics of a startup's board of directors Let's face it, as founders and

entrepreneurs, you have a lot on your plate—getting to your minimum viable product, developing customer interaction, hiring team members, and managing the accounts/books. Sooner or later, you have a board of directors, three to five (or even seven) Type A personalities who seek your attention and at times will tell you what to do. While you might be hesitant to form a board, establishing an objective outside group is essential for startups, especially to keep you on track, call you out when you flail, and in some cases, save you from yourself. In *Startup Boards*, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his experience in this area by talking about the importance of having the right board members on your team and how to manage them well. Along the way, he shares valuable insights on various aspects of the board, including how they can support you, help you understand your startup's milestones and get to them faster, and hold you accountable. Details the process of choosing board members, including interviewing many people, checking references, and remembering that there should be no fear in rejecting a wrong fit Explores the importance of running great meetings, mixing social time with business time, and much more Recommends being a board member yourself at some other organization so you see the other side of the equation Engaging and informative, *Startup Boards* is a practical guide to one of the most important pieces of the startup puzzle.

### **Startup Boards**

"Women In Venture" features more than 100 women making investment decisions in venture capital around the world. Forget everything that you have read before and hear the real stories, not manicured by the media, about women who achieved success in this male-dominated industry. They tell us how they worked with men hand in hand to get where they are; how male friends and mentors helped them to achieve their dreams and become better selves; they tell us what it takes to be a venture capitalist. There has never been a stronger collection of wisdom from women who are at the top of the venture capital world. Imagine watching several episodes of David Letterman's "My Next Guest" show with your favorite characters. Funny, controversial, always sharp and intelligent, they tell about their adventures, challenges, and lessons learned. This is what this book is. Whether you agree or disagree with their personal beliefs and opinions, you won't stay indifferent to what they have to say. The author, Renata George, surveyed hundreds of people on social media to find out who their favorite women VCs are, whom she then interviewed to discuss their experience in venture capital industry in a raw and honest way. The book profiles women VCs of all generations: from first women investors to the brand new names in the venture capital arena, women who manage famous venture capital franchises and who have just raised their first fund.

### **The First Venture Capitalist**

Venture capitalists are the handmaidens of innovation. Operating in the background, they provide the fuel needed to get fledgling companies off the ground--and the advice and guidance that helps growing companies survive their adolescence.

In *Creative Capital*, Spencer Ante tells the compelling story of the enigmatic and quirky man--Georges Doriot--who created the venture capital industry. The author traces the pivotal events in Doriot's life, including his experience as a decorated brigadier general during World War II; as a maverick professor at Harvard Business School; and as the architect and founder of the first venture capital firm, American Research and Development. It artfully chronicles Doriot's business philosophy and his stewardship in startups, such as the important role he played in the formation of Digital Equipment Corporation and many other new companies that later grew to be influential and successful. An award-winning *Business Week* journalist, Ante gives us a rare look at a man who overturned conventional wisdom by proving that there is big money to be made by investing in small and risky businesses. This vivid portrait of Georges Doriot reveals the rewards that come from relentlessly pursuing what-if possibilities--and offers valuable lessons for business managers and investors alike.

### **Mastering the VC Game**

Venture Capital is a form of financing provided by wealthy investors, investment banks and other financial institutions to start-ups and small- to medium-sized enterprises with strong growth potential in exchange of private equity stakes. These investors are also known as venture capitalists. With the rise of start-ups and small ventures, the market of venture capitalist and the interest of people in venture capitalism are also increasing. The valuation of the firms done by the venture capitalist at the beginning is not just a betting game. It is a thorough research done using different strategies and computing formulas. *Venture Capital Investments* gives a fundamental understanding of various aspects of venture capital covering the nature of investments, deal evaluation, structure, economics and fundraising. It discusses the challenges a venture capitalist faces right from raising funds to evaluating a potential deal and exit valuation. The book begins by covering the difference between the private market and the public market. Finally, it discusses fund economics and fund structure in venture capital firms. The book will be a helpful read for entrepreneurs who want to get into the shoes of a venture capitalist and understand how they value a firm or a start-up. It will also be an informative read for the aspiring venture capitalists who are interested to enter the venture capital market.

### **Hillbilly Elegy**

The definitive guide to demystifying the venture capital business *The Business of Venture Capital, Second Edition* covers the entire spectrum of this field, from raising funds and structuring investments to assessing exit pathways. Written by a practitioner for practitioners, the book provides the necessary breadth and depth, simplifies the jargon, and balances the analytical logic with experiential wisdom. Starting with a Foreword by Mark Heesen, President, National Venture Capital Association (NVCA), this important guide includes insights and perspectives from leading experts. Covers the process of raising the venture fund, including identifying and assessing the Limited Partner universe; fund due-diligence criteria; and

fund investment terms in Part One Discusses the investment process, including sourcing investment opportunities; conducting due diligence and negotiating investment terms; adding value as a board member; and exploring exit pathways in Part Two Offers insights, anecdotes, and wisdom from the experiences of best-in-class practitioners Includes interviews conducted by Leading Limited Partners/Fund-of-Funds with Credit Suisse, Top Tier Capital Partners, Grove Street Advisors, Rho Capital, Pension Fund Managers, and Family Office Managers Features the insights of over twenty-five leading venture capital practitioners, frequently featured on Forbes' Midas List of top venture capitalists Those aspiring to raise a fund, pursue a career in venture capital, or simply understand the art of investing can benefit from *The Business of Venture Capital, Second Edition*. The companion website offers various tools such as GP Fund Due Diligence Checklist, Investment Due Diligence Checklist, and more, as well as external links to industry white papers and other industry guidelines.

### **Creative Capital**

In *eBOYS*, Randall Stross takes us behind the scenes and inside the heads of the gutsy entrepreneurs who are financing the hottest businesses on the Web. The six tall men who started Benchmark, Silicon Valley's most exciting venture capital firm, put themselves at the cutting edge of the new economy by backing billion dollar start-ups like eBay and Webvan. The risks were enormous--but the rewards have proven to be staggering. Within two years, eBay's net worth grew from \$20 million to more than \$21 billion, while each Benchmark founding partner saw his own personal net worth soar by hundreds of millions of dollars. For two roller-coaster years, Stross had total access not only to Benchmark's executives but to the companies they financed. He was a fly on the wall as fortunes were made in an instant, snap decisions got locked in, and new ventures took off--and sometimes crashed. Here are the testosterone-pumped conversations, round-the-clock meetings, and gutsy deals that launched the eBoys and their clients into the stratosphere of mega-wealth. Written like a novel but absolutely true, *eBOYS* brings to vivid life the glory days of the greatest business adventure of our time.

### **Venture Deals**

Today, more than a third of Americans are working in the gig economy--mixing together short-term jobs, contract work, and freelance assignments. For those who've figured out the formula, life has never been better! You, too, can learn how to embrace the independent and self-sufficient world of freelance! *The Gig Economy* is your guide to this uncertain but ultimately rewarding world. Packed with research, exercises, and anecdotes, this eye-opening book supplies strategies--ranging from the professional to the personal--to help you leverage your skills, knowledge, and network to create your own career trajectory--one immune to the impulsive whims of an employer looking only at today's bottom line. Learn how to:

- Construct a life based on your priorities and vision of success
- Cultivate connections without networking
- Create your own security
- Build flexibility into your financial life
- Face your fears by reducing risk
- And much

more! Corporate jobs are not only unstable--they're increasingly scarce. It's time to take charge of your own career and lead the life you actually want. Start mapping out your place in the gig economy today!

## **Early Exits**

General Doriot created the first institutional venture capital fund in 1946 and set a standard for VC forever. Harvard Business School professor, war strategist and founder of INSEAD, one of Europe's most respected business schools, Doriot brilliantly articulated views on business formation, entrepreneurship, development and the dynamism of capital.

## **Lean B2B**

## **Venture Capital, Entrepreneurship, and Public Policy**

A narrative account of the author's investigation into the world's economic gap describes her rediscovery of a blue sweater she had given away to Goodwill and found on a child in Rwanda, in a passionate call to action that relates her work as a venture capitalist on behalf of impoverished nations. Reprint.

## **Venture Capital For Dummies**

The inside story of the venture capital world is told through the voices of more than 30 of the industry's players as they reveal insights gleaned from their personal experiences in successful deal making.

## **CIOs at Work**

THE #1 NEW YORK TIMES BESTSELLER IS NOW A MAJOR-MOTION PICTURE DIRECTED BY RON HOWARD AND STARRING AMY ADAMS, GLENN CLOSE, AND GABRIEL BASSO "You will not read a more important book about America this year."—The Economist "A riveting book."—The Wall Street Journal "Essential reading."—David Brooks, New York Times Hillbilly Elegy is a passionate and personal analysis of a culture in crisis—that of white working-class Americans. The disintegration of this group, a process that has been slowly occurring now for more than forty years, has been reported with growing frequency and alarm, but has never before been written about as searingly from the inside. J. D. Vance tells the true story of what a social, regional, and class decline feels like when you were born with it hung around your neck. The Vance family story begins hopefully in postwar America. J. D.'s grandparents were "dirt poor and in love," and moved north from Kentucky's

Appalachia region to Ohio in the hopes of escaping the dreadful poverty around them. They raised a middle-class family, and eventually one of their grandchildren would graduate from Yale Law School, a conventional marker of success in achieving generational upward mobility. But as the family saga of Hillbilly Elegy plays out, we learn that J.D.'s grandparents, aunt, uncle, sister, and, most of all, his mother struggled profoundly with the demands of their new middle-class life, never fully escaping the legacy of abuse, alcoholism, poverty, and trauma so characteristic of their part of America. With piercing honesty, Vance shows how he himself still carries around the demons of his chaotic family history. A deeply moving memoir, with its share of humor and vividly colorful figures, Hillbilly Elegy is the story of how upward mobility really feels. And it is an urgent and troubling meditation on the loss of the American dream for a large segment of this country.

## **Secrets of Sand Hill Road**

A Wall Street Journal Bestseller! What are venture capitalists saying about your startup behind closed doors? And what can you do to influence that conversation? If Silicon Valley is the greatest wealth-generating machine in the world, Sand Hill Road is its humming engine. That's where you'll find the biggest names in venture capital, including famed VC firm Andreessen Horowitz, where lawyer-turned-entrepreneur-turned-VC Scott Kupor serves as managing partner. Whether you're trying to get a new company off the ground or scale an existing business to the next level, you need to understand how VCs think. In Secrets of Sand Hill Road, Kupor explains exactly how VCs decide where and how much to invest, and how entrepreneurs can get the best possible deal and make the most of their relationships with VCs. Kupor explains, for instance:

- Why most VCs typically invest in only one startup in a given business category.
- Why the skill you need most when raising venture capital is the ability to tell a compelling story.
- How to handle a "down round," when startups have to raise funds at a lower valuation than in the previous round.
- What to do when VCs get too entangled in the day-to-day operations of the business.
- Why you need to build relationships with potential acquirers long before you decide to sell.

Filled with Kupor's firsthand experiences, insider advice, and practical takeaways, Secrets of Sand Hill Road is the guide every entrepreneur needs to turn their startup into the next unicorn.

## **Technology Due Diligence: Best Practices for Chief Information Officers, Venture Capitalists, and Technology Vendors**

Venture Capital funds are the fastest growing sector of the financial industry, and possibly the least understood. In this book, the author provides a primer on what some of the world's best venture capitalists have in common. How do the world's top venture capitalists consistently obtain supernormal returns? How do they add value to entrepreneurs they have backed? Why is a top venture capitalist like a skilled chef? How did Lip Bu Tan, when he was Chairman of Walden, manage to invest in Creative Technology, despite the CEO's aversion for VCs? How did Nam Ho, Founder and Managing Partner of Altos

Venture, turn an introduction by a Stanford Business School professor into a venture capital firm managing a quarter billion dollars of capital? How does Bing Gordon, Partner at Kleiner Perkins Caufield & Byers and author of the business plan that resulted in KPCB's investment in Electronic Arts, time exits properly? Why did Soo Boon Koh, Managing Director of IGlobe Ventures, back a GPS company which was filing for Chapter 11, in the post-9-11 market? The Way of the VC: Having Top Venture Capitalists on Your Board is essential reading for venture capital practitioners, including partners, principals, analysts, consultants and limited partners--both institutional and private. It is also useful to students of finance who want a better understanding of what goes on in the venture capital world.

### **Venture Capital Strategy**

40 leading venture capitalists come together to teach entrepreneurs how to succeed with their startup. The Entrepreneurial Bible to Venture Capital is packed with invaluable advice about how to raise angel and venture capital funding, how to build value in a startup, and how to exit a company with maximum value for both founders and investors. It guides entrepreneurs through every step in an entrepreneurial venture from the legalities of raising initial capital to knowing when to change tactics. Andrew Romans is the co-founder and general partner of Rubicon Venture Capital, a venture capital fund that invests in privately held technology companies and enables its investors to co-invest along side the fund on a deal-by-deal basis via innovative sidecar funds right up to IPO or M&A exit. Romans is also the founder and general partner of The Founders Club, a venture capital equity exchange fund and investor in later stage liquidity transactions.

### **Faster, Higher, Stronger**

Entrepreneurs who dream of building the next Amazon, Facebook, or Google can take advantage of one of the most powerful economic engines the world has ever known: venture capital. To do so, you need to woo, impress, and persuade venture capitalists to take a risk on an unproven idea. That task is challenge enough. But choosing the right investor can be harder still. Even if you manage to get backing, you want your VC to be a partner, not some adversary who will undermine your vision in order to make a quick return. Jeffrey Busgang is one of a few people who have played on both sides of this high-stakes game. By his early thirties, he had helped build two successful start-ups--one went public, the other was acquired. Now he draws on his experience and unique perspective on the "other side" as a venture capitalist helping entrepreneurs bring their dreams to fruition. Busgang offers detailed insights, colorful stories, and practical advice gathered from his own experience as well as from interviews with dozens of the most successful players on both sides of the game, including Twitter's Jack Dorsey and LinkedIn's Reid Hoffman. He reveals how to get noticed, perfect a pitch, and negotiate a partnership that works for everyone. An insider's guide to the secrets of the world venture capital, Mastering the VC Game will prove invaluable for entrepreneurs seeking capital and successful partnerships.

## #BreakIntoVC

Fully revised and expanded for the first time in a decade, this is Guy Kawasaki's classic, bestselling guide to launching and making your new product, service, or idea a success. Whether you're an aspiring entrepreneur, small-business owner, intrapreneur, or not-for-profit leader, there's no shortage of advice on topics such as innovating, recruiting, fund raising, and branding. In fact, there are so many books, articles, websites, blogs, webinars, and conferences that many startups get paralyzed, or they focus on the wrong priorities and go broke before they succeed. The Art of the Start 2.0 solves that problem by distilling Guy Kawasaki's decades of experience as one of the most hardworking and irreverent strategists in the business world. Guy has totally overhauled this iconic, essential guide for anyone starting anything. It's 64 percent longer than version 1.0 and features his latest insights and practical advice about social media, crowdfunding, cloud computing, and many other topics. Guy understands the seismic changes in business over the last decade: Once-invulnerable market leaders are struggling. Many of the basics of getting established have become easier, cheaper, and more democratic. Business plans are no longer necessary. Social media has replaced PR and advertising as the key method of promotion. Crowdfunding is now a viable alternative to investors. The cloud makes basic infrastructure affordable for almost any new venture. The Art of the Start 2.0 will show you how to effectively deploy all these new tools. And it will help you master the fundamental challenges that have not changed: building a strong team, creating an awesome product or service, and facing down your competition. As Guy likes to say, "Entrepreneur is a state of mind, not a job title." His book will help you make your crazy ideas stick, through an adventure that's more art than science - the art of the start.

## The Business of Venture Capital

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.

## **The Art of Startup Fundraising**

Entrepreneurs drive the future, and the last several decades have been a thrilling ride of astounding, far-reaching innovation. Behind this transformative progress are also the venture capitalists - who are at once the investors, coaches and allies of the entrepreneurs. William H. Draper III knows this story first-hand, because as a venture capitalist, he helped write it. For more than 40 years, Bill Draper has worked with top entrepreneurs in fabled Silicon Valley, where today's vision is made into tomorrow's reality. *The Startup Game* is the first up-close look at how the relationship between venture capitalists and entrepreneurs is critical to enhancing the success of any economy. From a venture capitalist who saw the potential of Skype, Apollo Computer, Hotmail, OpenTable, and many other companies, come firsthand stories of success. In these pages, Draper explores how to evaluate innovative ideas and the entrepreneurs behind those ideas, and he shares lessons from Yahoo, Zappos, Baidu, Tesla Motors, Activision, Measurex, and more. Also, in revealing his on-the-ground account of how Deng Xiaoping brought China roaring into the modern world and how Manmohan Singh unlocked the creative genius of Indian entrepreneurs, Draper stresses the essential value of farsighted political leadership in creating opportunity. The author also discusses his efforts to bring best practices of the venture capitalist/entrepreneur partnership to the social sector. Written in an engaging narrative, and incorporating many of the author's personal experiences, this book provides a much-needed look at how the world of venture capital and entrepreneurship works.

## **Venture Capital Investment**

Experts in public economics and financial economics discuss the special role of venture capital and if public policy should promote the venture capital industry; empirical and theoretical perspectives are developed. The existing literature in both public economics and financial economics often fails to consider how appropriate and effective public policy may be in promoting the venture capital industry. Public economics has dealt extensively with the effect of taxes and subsidies but has neglected the unique role of venture capitalists as active investors who provide not only funding but added value. Financial economics has emphasized the special role of the venture capitalist but has not focused on the real effects of venture capital in industry equilibrium or the role of public policy. This volume in the CESifo Seminar series brings together experts in public and financial economics to develop a theoretically and empirically informed international policy perspective for an era in which policymakers increasingly look to venture capital as a source of jobs, innovation, and economic growth. The chapters in part I analyze data on the levels of venture capital fundraising in Europe, problems in the bank-oriented beginnings of German venture capital finance in the 1970s, and the inefficiency of Canadian labor-sponsored

venture capital funds. Part II looks at the effect of venture capital on labor market performance, the importance of exit opportunities, and the effect of information inflows on the venture capital cycle. The chapters in part III take the perspective of public economics, reviewing the role of public policy in addressing potential market failures, improving the quality of venture capital investments, and affecting entrepreneurial business activity through tax policy.

### **Venture Investing in Science**

The main goal of this book is to help the reader become a desirable candidate for potential employers among venture capital firms. It is designed based on the coaching program created by Renata George with the purpose of finding and bringing new talent into the venture capital industry. The book reveals how venture investors actually think--a notion that is often expressed, but seldom explained in detail. Aside from providing a framework for actually finding a VC job, the book also helps one to define personal motives and drives, design an investor profile, and create an action plan for building a solid career in venture capital. The book gives access to the working materials of the coaching program (worksheets, matrix, etc.), as well as to the knowledge base relevant to all the subjects discussed in the book. Who should read this book? Anyone who is considering working in venture capital as an investor--whether investing individually, or managing corporate or institutional funds. The book addresses all the levels in the hierarchy of a venture capital firm: young investment professionals will learn whether they should apply for an analyst or an associate position, while more experienced candidates will find instrumental advice for upskilling their mastery and finding a job that matches their personality best.

### **Done Deals**

Over the past decade, software companies have increasingly monopolized the flow of venture capital, starving support for scientific research and its transformative discoveries. New medicines, cheaper and faster personal computers, and other life-changing developments all stem from investment in science. In the past, these funds led to steam engines, light bulbs, microprocessors, 3D printers, and even the Internet. In *Venture Investing in Science*, the venture capitalist Douglas W. Jamison and the investment author Stephen R. Waite directly link financial support to revolutionary advancements in physics, computers, chemistry, and biology and make a passionate case for continued investing in science to meet the global challenges of our time. Clean air and water, cures for intractable diseases, greener public transportation, cheaper and faster communication technologies—these are some of the rich opportunities awaiting venture capital investment today. Jamison and Waite focus on how early-stage companies specializing in commercializing transformative technologies based on deep science have been shunned by venture capitalists, and how the development of such companies have been hampered by structural changes in capital markets and government regulation over the past decade. The authors argue that reinvigorating science-based technological innovation is crucial to reactivating the economic dynamism that lifts living

standards and fuels prosperity over time.

## eBoys

In *Faster, Higher, Stronger*, veteran journalist Mark McClusky brings readers behind the scenes with a new generation of athletes, coaches and scientists, whose accomplishments are changing our understanding of human physical achievement and completely redefining the limits of the human body. Brimming with cutting-edge science and gripping anecdotes it is a fascinating, exhilarating look at how far we can push the boundaries of our bodies and minds.

## The Entrepreneurial Bible to Venture Capital: Inside Secrets From the Leaders in the Startup Game

« This is a must read for every B2B entrepreneur, SaaS creator or consultant and business school student. It's the kind of book you don't read once, you go back to it on a regular basis. » - Carmen Gereá, CEO & Co-founder, UsabilityChefs  
Lean B2B helps entrepreneurs and innovators quickly find traction in the enterprise. Packed with more than 20 case studies and used by thousands around the world, Lean B2B consolidates the best thinking around Business- to-Business (B2B) customer development to help entrepreneurs and innovators focus on the right things each step of the way, leaving as little as possible to luck. The book helps:

- Assess the market potential of opportunities to find the right opportunity for your team
- Find early adopters, quickly establish credibility and convince business stakeholders to work with you
- Find and prioritize business problems in corporations and identify the stakeholders with the power to influence a purchase decision
- Create a minimum viable product and a compelling offer, validate a solution and evaluate whether your team has found product-market fit
- Identify and avoid common challenges faced by entrepreneurs and learn ninja techniques to speed up product-market validation

« The book will pay itself off in the first couple of pages! » - Ben Sardella, Co-Founder, Datanyze  
86% of Readers Rated it 5-Stars  
« Treat this book like a map to show you where you are and a compass to show you the direction. I wish I could have read it 2 or 3 years ago. » - Jonathan Gebauer, Founder, exploreB2B  
« Lean B2B is filled with rock-solid advice for technology entrepreneurs who want a rapid-growth trajectory. Read it to increase your certainty and your success rate. » - Jill Konrath, Author of AGILE SELLING and Selling to Big Companies  
« Probably the most slept on book in the Lean startup market right now. There is no sugarcoating here. Garbugli tells you exactly what needs to happen and how to make it happen literally holds your hand and spells it out. I was really impressed with the overall depth and advice presented. » - AJ, B2B Entrepreneur  
« The book I read of which I have learned the most. » - Etienne Thouin, Founder and CTO, SQLNext Software  
« This book is essential reading for would-be entrepreneurs who face the daunting task of entering B2B markets. » - Paul Gillin, Co-Author, Social Marketing to the Business Customer

## **Venture Capital and the Finance of Innovation, 2nd Edition**

In Venture Capital and the Finance of Innovation, future and current venture capitalists will find a useful guide to the principles of finance and the financial models that underlie venture capital decisions. Assuming no knowledge beyond concepts covered in first-year MBA course, the text serves as an innovative model for the valuation of start ups, and will familiarise you with the relationship between risk and return in venture capital, historical statistics on the performance of venture capital investments, total and partial valuation--and more.

## **Venture Capital Mindset**

This book consists of a series of in depth case studies of investor-investee relations, based on extensive empirical research and organized around the principal-agent method, which provide valuable insights into modern UK venture capital practice.

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