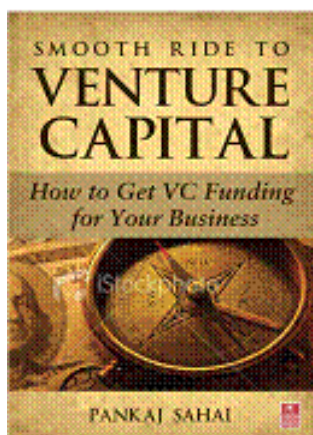


FOR IMMEDIATE RELEASE

VC Funding Made Easy for Entrepreneurs

VISION BOOKS LTD. ANNOUNCES THE RELEASE OF :



Smooth Ride To Venture Capital *How to Get VC Funding for Your Business* by **PANKAJ SAHAI**

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New Delhi, India – December 2009 – **Vision Books Ltd.** announced the release of its new book **Smooth Ride To Venture Capital : How to Get VC Funding for Your Business** authored by **PANKAJ SAHAI** . This book is the first comprehensive handbook of venture capital funding for Indian entrepreneurs. It deals with the whole gamut of issues related to the complex, multi-dimensional subject of venture capital in a simple and engaging manner, explaining lucidly the intricacies of the venture capital process and concepts. It guides the entrepreneur step-by-step through the entire VC process – from understanding the venture capital industry, getting VC ready, preparing to meet the VC, negotiating and structuring the deal, working with the VC post- investment and finally to exiting the business. The book starts off with a Venture Capital Raising Plan which details the timeline of each activity of the VC funding process. Then for each activity, one chapter is devoted to explain and guide the reader to successfully complete that activity. Complex concepts like Dilution, Venture Capital Valuation, Business Plan Development & Term Sheets etc. have been explained in a manner that the reader finds easy to understand and comprehend. This authoritative handbook is a must for ambitious entrepreneurs, business managers, management consultants, business advisers and finance professionals alike.

Smooth Ride To Venture Capital is available at all leading bookstores in India. The book can also be bought online on the publisher's website <http://visionbooksindia.com/> For more information or to request a review copy or to publish excerpts in your publication/website, you may contact the publisher at kapilmalhotra@visionbooksindia.com

About the Author : **Pankaj Sahai** is a New Delhi based management consultant, entrepreneur coach, mentor and adviser.. He is the founder of VentureAhead.com, an entrepreneur support and coaching portal , an enabling marketplace for ventures in need of strategic capital and partners. Previously, he worked in responsible positions in India and overseas with multinationals like Price Waterhouse , Ernst & Young , Schlumberger and Citibank, and thereafter was a part of the core entrepreneur team of shareholder-directors at IIS Infotech Ltd, which was subsequently sold to FI Group Plc. (now Steria -Xansa). He is a Chartered Accountant (India) and a Chartered Management Accountant (United Kingdom).



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