

PART III

Preparing for the VC

CHAPTER 10. Hiring Advisers

CHAPTER 11. Doing an Internal Review of Your Business

CHAPTER 12. Doing a Growth Audit

CHAPTER 13. Determining the Strategic Direction of Your Business

CHAPTER 14. Building Your Board of Directors and Advisory Board

CHAPTER 15. Understanding Ownership, Dilution and
Rounds of Financing

CHAPTER 16. Determining the Valuation of Your
Business for VC Funding

CHAPTER 17. Creating Your Funding Plan

CHAPTER 18. Creating Your Business Plan

CHAPTER 19. Creating the Elevator Pitch and the VC Presentation

Once you have tested positive for being VC-ready, you have to do a lot of preparatory work before you start approaching the VC community.

This part of the book will help your organisation get VC-ready by enabling you to prepare all the requisite documents — like the business plan, the executive summary, the elevator pitch and the VC presentation. You will be able to hire advisers who will help you through the entire preparatory process, including the valuation of your business, amount of money that you need from the VC, the share of ownership you could offer to the VC and finalizing the other terms of the deal.

“For the want of a nail, the shoe was lose; for the want of a shoe the horse was lose; and for the want of a horse the rider was lost, being overtaken and slain by the enemy, all for the want of care about a horseshoe nail.” Benjamin Franklin

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“Spectacular achievement is always preceded by spectacular preparation.” Robert H. Schuller

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“I will prepare and some day my chance will come.”

Abraham Lincoln

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“If you experience great difficulty in raising money, it's not because VCs are idiots and cannot comprehend your curve-jumping, paradigm shifting, revolutionary product. It's because you either have a piece of crap or you are not effectively communicating what you have. Both of these are your fault. End of discussion.” Guy Kawasaki, Venture Capitalist