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Rose, Author of Startups Investing Angel
Investing The Gust Guide

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 ...

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--BARBARA CORCORAN, Real Estate Mogul, Shark Tank star, Angel Investor "This is the most

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comprehensive and readable guide to angel investing ever written. The chapter on valuation and expectations lays out a clear framework for understanding one of the least well-known pitfalls in the angel world.

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“The world of entrepreneurial startups is where the most exciting and creative action is happening in today's business world, which

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is why I was a strong supporter of the JOBS Act of 2012.

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Angel Investing: The Gust Guide to Making Money and Having Fun Investing in Startups is the first book of its kind to discuss the human and financial... rewards of being an angel investor, the benefits of joining an angel group, and the crowdfunding revolution that is bringing early-stage investing to millions of new participants.

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ANGEL INVESTING: The Gust Guide to Making Money and Having Fun Investing in Startups (Wiley; April 2014) by David S. Rose provides an inside look at who these angels are, how they operate, and how anyone with six figures to invest can potentially generate annual returns of 25% while funding tomorrow's industry leaders...and having a lot of fun in the process.

David S. Rose

Angel Investing by David S. Rose The Gust
Guide to Making Money & Having Fun Investing

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Investing In Startups The bottom line, for your own sanity, is that you need to avoid wasting a lot of time scrutinizing startups that are not ready for prime time.

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He is a serial entrepreneur, the CEO and founder of Gust. He is also the author of the new book, *Angel Investing: The Gust Guide to Making Money and Having Fun Investing in Startups*. Thanks for...

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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

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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.

Provides a guide for becoming a successful

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angel investor, from identifying new opportunities to structuring investments in order to maximize returns.

"Most books on entrepreneurship focus on strategic issues like product/market fit, deciding what market to be in, or what business to buy, how to get traction with customers, etc. Examples include bestselling perennials such as The Lean Startup, Art of the Start, Zero to One, Startup Owner's Manual, et al Simple Startup, covers a completely different part of the process: the concrete details of business launch, growth,

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Investing in Startups and management. Most best-sellers that promise to tell people how to start a business do so very briefly, and quickly end up recommending that readers seek guidance from lawyers, accountants, and other paid advisors. Simple Startup gives readers the detailed insights they need to understand exactly what they need from each of these professional counselors, to ask the smart questions that will help them get their money's worth, and to make intelligent decisions independent of their advisors' recommendations. Simple Startup is aimed at those who want to make it really big, not

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Just the home-based artisans, daycare providers, or dry cleaning stores. These are innovators and visionaries who have the passion, drive, and creativity to launch a great company, but who need a nuts-and-bolts guide to the hundreds of complex challenges that derail many a business on the journey from their first business card to a successful company sale or IPO"--

One of Silicon Valley's most successful angel investors shares his rules for investing in startups. There are two ways to make money in startups: create something valuable—or invest

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in the people that are creating valuable things. Over the past twenty-five years, Jason Calacanis has made a fortune investing in creators, spotting and helping build and fund a number of successful technology startups—investments that have earned him tens of millions of dollars. Now, in this enlightening guide that is sure to become the bible for twenty-first century investors, Calacanis takes potential angels step-by-step through his proven method of creating massive wealth: startups. As Calacanis makes clear, you can get rich—even if you came from humble beginnings (his dad was a bartender, his mom

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a nurse), didn't go to the right schools, and weren't a top student. The trick is learning how angel investors think. Calacanis takes you inside the minds of these successful moneymen, helping you understand how they prioritize and make the decisions that have resulted in phenomenal profits. He guides you step by step through the process, revealing how leading investors evaluate new ventures, calculating the risks and rewards, and explains how the best startups leverage relationships with angel investors for the best results. Whether you're an aspiring investor or a budding entrepreneur, Angel

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Investing In Startups will inspire and educate you on all the ins of outs. Buckle up for a wild ride into the world of angel investing!

WHAT IF YOU HAD AN ANGEL ON YOUR SIDE?

"Terrific advice from a master of the angel investing game. Brian Cohen reveals the art and craft of raising angel money. An investment in this book will pay off a thousandfold." -- DR. HOWARD MORGAN, founder and partner at First Round Capital When you connect with the right angel investor, it's like finding a new best friend--you just have to know what makes him or her happy. Smart

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funding is waiting for smart founders.

Raising funds is all about connecting with the investor who's right for you--and What Every Angel Investor Wants You to Know shows you exactly how to succeed. Veteran early-stage investor Brian Cohen knows how to spot a great company destined for success, and in this groundbreaking book he offers soup-to-nuts guidance for any entrepreneur seeking to launch an invention, a product, or a great new idea into a receptive marketplace. As chairman of the board of directors of the New York Angels, Cohen is one of the most engaged angel investors out there today. The first

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Investor in Startups, he describes exactly what angels want to see, hear, and feel before they take out their checkbooks: A clear exit strategy before the startup even launches Facts that turn "due" diligence into "do" diligence Authenticity--"save your spinning for the fitness center" Proof that you "live inside the customer's head" Cohen gives invaluable insight into how the most successful angels view due diligence, friends and family money, crowdfunding, team building, scalability, iteration, exit strategies--and much more. This one-of-a-kind book provides a rare look inside the minds of

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people who are in the business of funding businesses just like yours. Read What Every Angel Investor Wants You to Know to get your best shot at funding for your product after your very first pitch. PRAISE FOR WHAT EVERY ANGEL INVESTOR WANTS YOU TO KNOW: "Brian Cohen is truly the entrepreneur's best friend. Cohen and Kador haven distilled their first-hand experiences into an intensely personal, highly readable journey into the mind of angels that should be kept at the bedside of every startup CEO." -- DAVID S. ROSE, founder, New York Angels, and CEO, Gust
"Meet one of the fundamental building blocks

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Investing in Startups of the entrepreneurial scene. In one easy-to-read package, readers now have the wisdom of Brian Cohen, perhaps the most well-connected investor/entrepreneur in New York." -- MURAT AKTIHANOGLU, founder and managing director, Entrepreneurs Roundtable Accelerator "What Every Angel Investor Wants You to Know gives you an actionable checklist for success in fund-raising and entrepreneurship. Cohen and Kador provide an exhilarating ride for those who want to pilot their own business." -- REED HOLDEN, serial entrepreneur and author of Negotiating with Backbone "Personal insights from a seasoned angel investor. An

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important addition to the reading list for today's entrepreneurs." -- SCOTT CASE, CEO, Startup America Partnership "What Every Angel Investor Wants You to Know is a must-read for entrepreneurs and investors who want to finance startup dreams--an accessible, jargon-free, practical primer." -- WHITNEY JOHNSON, author of Dare, Dream, Do: Remarkable Things Happen When You Dare to Dream and cofounder, Rose Park Advisors

Angel investing can be fun, financially

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rewarding, and socially impactful. But it can also be a costly endeavor in terms of money, time, and missed opportunities. Through the successes, failures, and collective experience of the authors you'll learn how to increase your chances of success and your payout when your investment succeeds, and what to do if things go sideways. You'll learn how to evaluate deals like a lead investor, think through term sheets like a lawyer, and keep perspective through losses and triumphs. This book will also be of use to founders raising an angel round, who will be wise to learn how decisions are made on

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Investing In Startups the other side of the table. No matter where you're starting from, this book will give you the context to become a savvier thinker, a better negotiator, and a positive member of the angel investing and startup communities.

A Guide to the Principles, Skills and Concepts Every Angel Investor Needs to Succeed Written by two of Boston's most active and experienced angel investors, Angel Fundamentals is a handbook and desk reference for both new and experienced angels. Easy to read with a fast-moving conversational Q&A format, this comprehensive guide will help

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any early stage investor gain the skills and insights needed to make smarter investments. Overview of Contents: Part I - A Primer for Angel Investors - is designed to review the fundamental concepts of angel investing, including:: * The basics of building an angel portfolio * Expectations for return on investment * The theory and practice of asset allocation * Expectations for timing exits * The importance of due diligence * The risks inherent in early stage companies * The importance of investing both financial and human capital Part II - The 4 Critical Skills Every Angel Investor Should Master - helps

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angel investors develop key skills needed to make great investments in early stage companies, including:

- * How to evaluate a startup's management team
- * How to evaluate products and market opportunities
- * How to stage financial capital and make sure a company is properly financed
- * How to plan, optimize and manage an angel portfolio in a tax-efficient and organized manner

Part III - Understanding Early-Stage Deal Terms - helps investors understand the concept behind key deal terms and how they can affect risk and returns. The section allows investors to navigate these sometimes very complicated

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Investing in Startups deals by focusing on:

- * The fundamentals of equity deal terms
- * Mapping key deal terms to investor concerns
- * Deal term economics
- * Understanding Investor Rights/Protection provisions
- * Understanding Governance, Management & Control Issues
- * How deal terms affect exits and liquidity
- * Navigating angel investing documents

Based on a wealth of practical experience, this guide boils down this sometimes tricky subject matter into a very clear, concise handbook investors of all experience levels will want to keep as a regular reference.

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Investing in Startups Us a guide for beginners interested in becoming angel investors. This guide is a step-by-step manual that teaches you how to use the money that you have now to become an investor. If you would like to take the next step towards creating generational wealth and additional streams of income. You will learn how to put your money to work for you and become an Owner. Whether you are looking to invest in high growth start-ups, real estate, or your community you will learn how to properly identify opportunities, how to conduct due diligence, and make deals that lead to successful exits. You too can become

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an angel investor! Let's Invest Together!

Scott Shane draws on hard data from the Federal Reserve and other sources to paint the first reliable group portrait of the lionized angel investors. Surprisingly, he finds that they are fewer, contribute less, and involve themselves in fewer start-ups than the conventional wisdom suggests. Numbering only 156,000, angels typically still have their day jobs, make investments of \$10,000 or less, and take little or no role in management. Few of the companies they put money into arrive at IPOs, let alone

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