



# **Financing New Ventures: An Entrepreneur's Guide to Business Angel Investment (Andrew Zacharakis)**

*Geoffrey Gregson*

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## **Financing New Ventures: An Entrepreneur's Guide to Business Angel Investment (Andrew Zacharakis) Geoffrey Gregson**

Many business ventures today are looking to attract external financing, with an emphasis on business angel investment. Inside this text, the author incorporates the views of business angels, venture capitalists, entrepreneurs, and legal advisors; and draws upon the latest academic thinking on financing new ventures, providing comparisons between business angel and venture capital investing to further inform the reader. The concepts, principles, and guidelines presented can help you and any entrepreneur, business support agency, business student, and others interested in raising external investment and in developing an “investable” business.

The book is organized into seven chapters covering:

- Fundamental concepts of entrepreneurial venturing and entrepreneurial finance
- Market conditions from which investable businesses emerge
- The investment process
- Deal negotiations
- The post-investment relationship between entrepreneur and investor
- Recent trends affecting how entrepreneurs raise finance that include strategic exits, “super angels,” and the emergence of “crowdfunding”

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