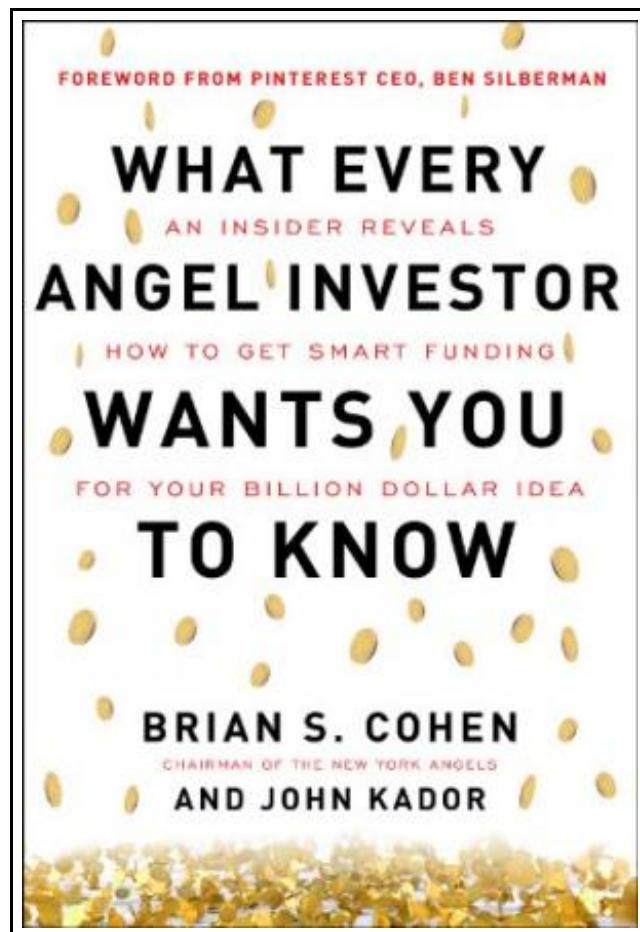


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McGraw-Hill Education - Europe. Hardback. Book Condition: new. BRAND NEW, What Every Angel Investor Wants You to Know: An Insider Reveals How to Get Smart Funding for Your Billion Dollar Idea, Brian Cohen, John Kador, What If You Had An Angel On Your 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 payoff a thousand fold." (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 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 investor in Pinterest, 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...

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