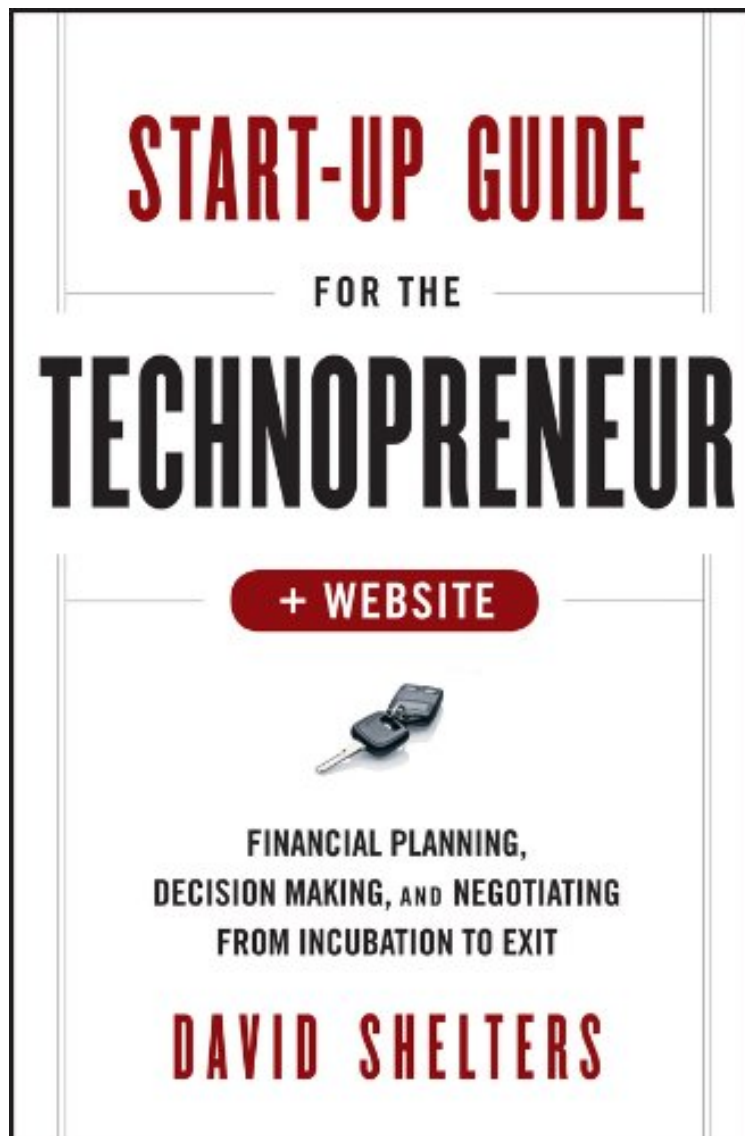


(Free pdf) Start-Up Guide for the Technopreneur: Financial Planning, Decision Making and Negotiating from Incubation to Exit

## Start-Up Guide for the Technopreneur: Financial Planning, Decision Making and Negotiating from Incubation to Exit

David Shelters

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**David Shelters : Start-Up Guide for the Technopreneur: Financial Planning, Decision Making and Negotiating from Incubation to Exit** before purchasing it in order to gage whether or not it would be worth my time, and all praised Start-Up Guide for the Technopreneur: Financial Planning, Decision Making and Negotiating from Incubation to Exit:

2 of 2 people found the following review helpful. Very Detailed and Lots of Useful InformationBy David TanakaLots

of detailed and useful information. I like the candid remarks about vultures that are constantly lurking to take over small businesses. Lots of useful warnings about how to find the right funding without getting into a pickle. 0 of 1 people found the following review helpful. Five Stars By Sara Very good read. 3 of 3 people found the following review helpful. Extremely well-written By Greeny I would rather suggest that a start-up entrepreneur read this book than three or four other books. The author has made his content concise and complete. He explains why one must do certain things at the same time as telling how to do these things. This makes the tasks meaningful and it is not an easy thing for an author to accomplish. There is a lot of discussion in the book about how to go about accepting capital from investors. I think this is the strongest attribute of the book. After all, for those entrepreneurs that can set up a viable company, the payoff comes in getting capital with which to employ. The attitude of the book struck me as particularly mature. There is no need to be tricky or ruthless in dealing with others. Integrity and reputation matter too much. The author conveys this sensibility throughout the book. Get the book if you're able to put other people's money to productive work in new ventures. I believe the book will prove worthwhile.

A comprehensive guide to financial planning and venture fundraising for tech entrepreneurs As technology progresses, impacting our daily lives in more and greater ways, technology start-ups come and go at a dizzying pace. There are plenty of opportunities out there for anyone with a great idea, but it takes much more than a great idea to make your tech start-up a success. In addition to creativity and new ideas, being a successful tech entrepreneur requires strategic decision-making in terms of business planning, financial planning, negotiations, and corporate governance. This book serves as a thought-provoking guide that helps tech entrepreneurs avoid the dangers inherent in business start-ups in general and the treacherous realm of venture capital in particular. This book is the ideal reference for anyone who wants to overcome the challenges of running a start-up from incubation to exit. Excellent advice for tech entrepreneurs written in layman's terms Written by an author with more than fifteen years of experience as a founder and co-founder of tech start-ups in the U.S. and Asia Designed to fill the role of an experienced mentor for tech entrepreneurs For first-time founders of tech start-ups requiring venture capital, *Start-Up Guide for the Technopreneur* is the perfect resource.

"The book should be an eye-opener for aspiring and new technology entrepreneurs and can help you navigate the dangerous waters known as venture capital. Even better, Shelters has over fifteen years of entrepreneurial experience as a founder, co-founder as well as an advisor to numerous United States-based and Asia-based startups." -- YoungUpstarts.com From the Inside Flap It's not easy being the founder of an entrepreneurial venture, especially when you're talking about the world of tech start-ups. While entrepreneurs in this field have a passion for, and expert knowledge in, their particular innovative product or service, dealing with the various aspects of starting, growing, and profitably exiting a business can be daunting. Nobody understands this better than author David Shelters. With over fifteen years of entrepreneurial experience as a founder, cofounder, or financial advisor to numerous tech start-ups in both the United States and Asia, he's gained valuable insights into this endeavor. And now, with *Start-Up Guide for the Technopreneur*, he shares them with you. Engaging and informative, this book is organized to reflect the natural sequence of events experienced by entrepreneurial ventures; puts the elements of finance and strategy in proper perspective, and will help you avoid the dangers inherent in business start-ups in general and dealing within the realm of venture capital in particular. Along the way, it skillfully addresses issues that could allow you to take your enterprise from incubation and progressive stages of development to ultimately achieving optimum financial success with a highly profitable exit. *Start-Up Guide for the Technopreneur*: Presents a realistic picture of what can be expected from prospective investors and teaches how to identify valuable business partners Explores how to craft a business plan from a strategic financial perspective Discusses the essential elements of successfully raising funds Examines the importance of formulating an overall financial strategy for your business Covers the four stages of negotiation: prenegotiations, due diligence, actual negotiations, and concluding negotiations Reveals how to establish an investment-grade organization And much more Designed to be a thought-provoking, mentoring resource, *Start-Up Guide for the Technopreneur + Website* will empower you to realize your full creative potential and achieve maximum profit from your hard work and sacrifices. From the Back Cover Praise for *Start-Up Guide for the Technopreneur* "The job of the first-time founder isn't easy. You wear a dozen hats at once; often for the first time. Finance is a crucial part of entrepreneurship, but few founders wear the CFO hat with confidence. This book teaches you to think like a CFO; and like an investor. It's like having an experienced, sympathetic start-up CFO whispering in your ear, explaining the financial implications of every decision you make. If you plan to raise funding, then this book belongs on your bookshelf next to *The Art of the Start*, *The Startup Owner's Manual*, and *Venture Deals*." -- Meng Weng Wong, serial entrepreneur, angel investor, and cofounder of JFDI Asia "Shelters's *Start-Up Guide for the Technopreneur* is a refreshing and realistic approach to start-up finance for any non-finance entrepreneur. Easy to understand and chock-full of practical, usable advice." -- Cory Brown, VP Product Development, Pronto Marketing "Attention aspiring entrepreneurs, this one is for you. A must-read, step-by-step guide to master the art of financial planning and fund raising for any start-up that will boost your chances of success exponentially." -- Peter Kopitz, cofounder and Managing Director of Zalora, Rocket Internet Thailand "David has written an

excellent guidebook for tech start-up founders to rely on while building—and learning how to build—their first ventures. His insight into the minds on the financial side of the table is especially useful to any technopreneur. I wish I had a guide like this in my first few start-ups! Still, it holds a great deal of valuable information even for seasoned serial entrepreneurs. Few resources, if any, have adequately approached this angle—David has done an excellent job of shedding light on the world of financing for geeks!" —Efraim Pettersson Ivener, founder and CEO of eKita ([www.ekita.co](http://www.ekita.co))

Start-Up Guide for the Technopreneur puts an emphasis on practical application. To that end, this book provides readers with exclusive access to a companion website filled with supplementary materials, allowing you to continue learning in a hands-on fashion long after closing the book.