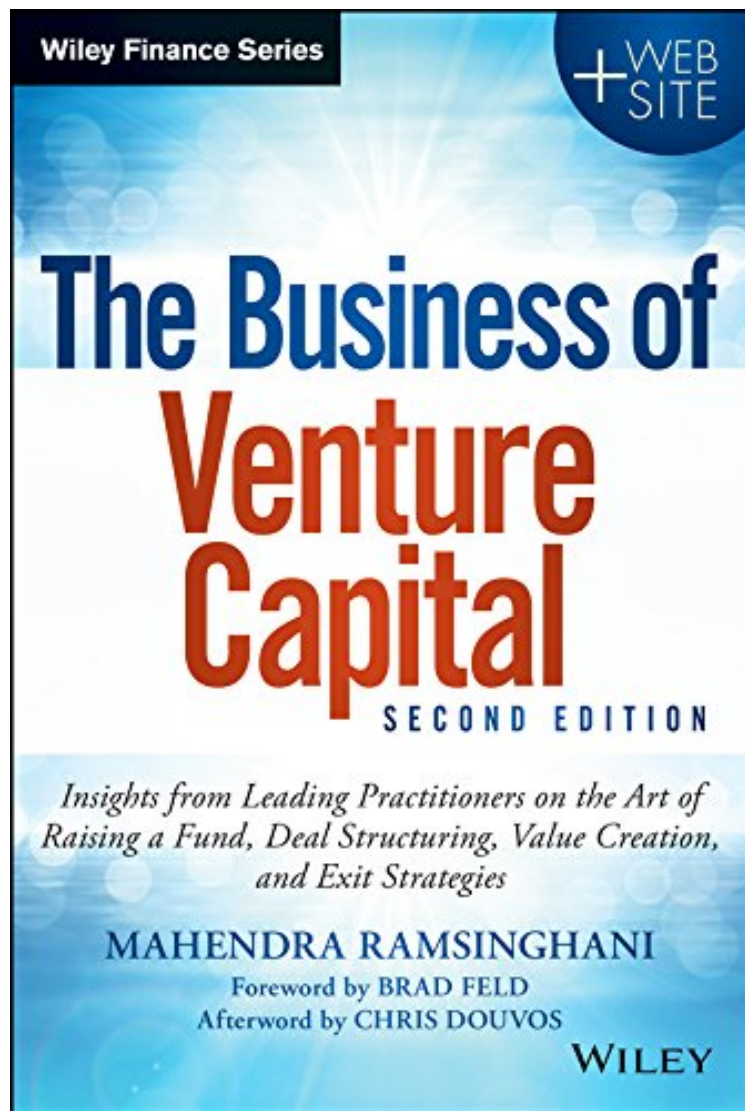


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The Business of Venture Capital: Insights from Leading Practitioners on the Art of Raising a Fund, Deal Structuring, Value Creation, and Exit Strategies (Wiley Finance)

Mahendra Ramsinghani

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The definitive guide to demystifying the venture capital business *The Business of Venture Capital, Second Edition* covers the entire spectrum of this field, from raising funds and structuring investments to assessing exit pathways. Written by a practitioner for practitioners, the book provides the necessary breadth and depth, simplifies the jargon, and balances the analytical logic with experiential wisdom. Starting with a Foreword by Mark Heesen, President, National Venture Capital Association (NVCA), this important guide includes insights and perspectives from leading experts. Covers the process of raising the venture fund, including identifying and assessing the Limited Partner universe; fund due-diligence criteria; and fund investment terms in Part One Discusses the investment process, including sourcing investment opportunities; conducting due diligence and negotiating investment terms; adding value as a board member; and exploring exit pathways in Part Two Offers insights, anecdotes, and wisdom from the experiences of best-in-class practitioners Includes interviews conducted by Leading Limited Partners/Fund-of-Funds with Credit Suisse, Top Tier Capital Partners, Grove Street Advisors, Rho Capital, Pension Fund Managers, and Family Office Managers Features the insights of over twenty-five leading venture capital practitioners, frequently featured on Forbes' Midas List of top venture capitalists Those aspiring to raise a fund, pursue a career in venture capital, or simply understand the art of investing can benefit from *The Business of Venture Capital, Second Edition*. The companion website offers various tools such as GP Fund Due Diligence Checklist, Investment Due Diligence Checklist, and more, as well as external links to industry white papers and other industry guidelines.

From the Inside Flap "As you read this book, either with the aim of becoming a venture capitalist or trying to understand the dynamics of the venture capital business, recognize that Mahendra Ramsinghani has given you a framework for understanding how this all works. While venture capitalist personalities, styles, behavior, and effectiveness vary widely, Mahendra helps describe it in a way that is comprehensive, yet easily understood." --From the Foreword by Brad Feld The second edition of the bestselling *The Business of Venture Capital* and the book's companion website cover all the facets of the business, from raising funds and structuring investments to assessing exit pathways. Mahendra Ramsinghani offers aspiring venture capitalists a practical hands-on guide and a comprehensive resource for understanding the entire scope of the venture capital business. The author simplifies the jargon and balances the analytical logic with the wisdom of venture capitalists who have been in the VC trenches. Written in an accessible style, the author explores what it takes to build a career from entry-level analyst and associate to becoming a senior partner in an established firm. The book covers the process of raising the venture fund and shows how to identify targeted investment opportunities, conduct due diligence, and negotiate investment terms that will generate solid financial returns. *The Business of Venture Capital* offers insights, anecdotes, and wisdom from the experiences of best-in-class practitioners. The contributors include more than twenty-five leading VC practitioners who are frequently featured on Forbes' Midas List of top venture capitalists. Those aspiring to raise a fund, pursue a career in venture capital, or simply understand the art of investing can benefit from *The Business of Venture Capital, Second Edition*. In

addition, the companion website offers various tools such as a GP Fund Due Diligence Checklist and Investment Due Diligence Checklist, as well as external links to industry white papers and other industry guidelines. From the Back Cover Praise for *The Business of Venture Capital* SECOND EDITION "The Business of Venture Capital is a comprehensive book with data, industry trends, and insights from leading VCs and LPs--a must have for practitioners."--David York, Managing Director, Top Tier Capital Partners, a Fund-of-Funds with over \$2 billion under management "Whether you are a practitioner or a student of the venture capital industry, this book offers innumerable insights into the art of the deal."--Scott Kupor, Managing Partner, Andreessen Horowitz "A valuable resource for beginners and experts alike, *The Business of Venture Capital* addresses the complexities and challenges of being a successful venture capitalist."--Michael Kim, Managing Partner, Cendana Capital, a next generation Fund-of-Funds "Mahendra's research into today's most active investors reveals how the Venture Capital model is evolving. It's the closest book I've found to a User's Manual for VC."--David Cowan, Bessemer Venture Partners "Combines concrete examples and deep insights of industry leaders--a must-have for any venture investor or practitioner."--Karim Faris, General Partner, Google Ventures "Mahendra demonstrates how skill, discipline, and often luck and intuition can help to create successful venture capitalists. This is engaging and enjoyable."--Jon Callaghan, True Ventures "Detailed yet accessible description of the many facets of venture capital--from the nuanced considerations of an LP to the intricate mechanics of the entrepreneurial companies they bet on."--Amish Jani, Founder and Managing Director, FirstMark Capital FIRST EDITION "If you read only one guide to becoming a successful VC, this is the one to read."--Paul Maeder, Chairman, National Venture Capital Association (NVCA) "Captures the LP mindset succinctly--any GP or aspiring VCs can benefit from this book."--Timothy Recker, Chairman, Institutional Limited Partners Association (ILPA) "... packs the insights and wisdom of those who have done it, not once but multiple times."--Frank Caufield, cofounder, Kleiner Perkins Caufield and Byers, one of the world's leading venture firms "An immensely useful and comprehensive guide."--Mark Florman, CEO, British Venture Capital Association (BVCA) About the Author MAHENDRA RAMSINGHANI has over a decade of experience in fostering the growth of early-stage technology businesses. As Director-Venture Capital Initiatives for Michigan Economic Development Corporation (MEDC), Mahendra led the legislation for two Fund-of-Fund programs that deploy \$200+ million in VC funds in Michigan. For his economic contributions, his US Citizenship was approved under "National Interest," a category reserved for less than 1% of the applicants. He is also the co-author of *Startup Boards* (Wiley, 2014) with VC and author Brad Feld. His articles have appeared in *Forbes* and *MIT Technology Review*. Mahendra's background includes a Bachelor's in Electronics Engineering and MBA with a major in Marketing Finance. He lives in San Francisco, CA.