



Angel Financing for Entrepreneurs: Early-Stage Funding for Long-Term Success

Susan L. Preston

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Angel Financing for Entrepreneurs: Early-Stage Funding for Long-Term Success Susan L. Preston *Angel Financing for Entrepreneurs* will give you the information you need to understand how angel investors think, as well as how to identify investor expectations, understand the investment analysis process, and prepare for post-investment requirements. Written by Susan Preston, an experienced angel investor, worldwide speaker and consultant on angel financing, and former Kauffman Foundation Entrepreneur-in-Residence, this hands-on resource, explains the factors that determine how private equity investors spend their money and what they expect from entrepreneurs. For example:

- Most venture capitalists do not invest in seed or start-up financing rounds
- Investors typically require seasoned management, with successful start-up experience
- Investors are looking for entrepreneurs with passion for their ideas and the willingness to take and apply sound advice
- Business plans must be well-written with detailed financial projections that extend 3–5 years
- Investors are looking for a clear path to profitability in the business model
- Entrepreneurs must have developed a corporate structure that is clean and uncomplicated
- And much more

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