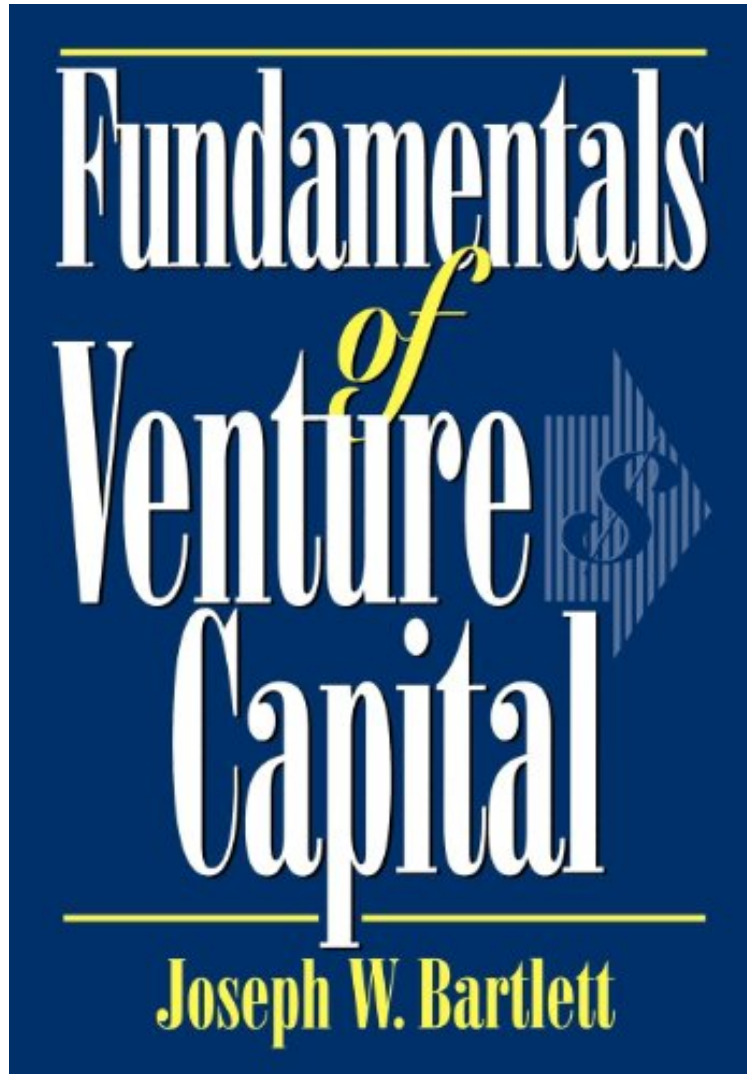


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## Fundamentals of Venture Capital

*Joseph W. Bartlett*

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**Joseph W. Bartlett : Fundamentals of Venture Capital** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fundamentals of Venture Capital:

57 of 57 people found the following review helpful. A wealth of practical info on VC but difficult to read By Yuri Grigoriev This is a very practical book, delving deep into the issues around the process of raising VC financing. But it probably has a wrong title- this is not exactly 'fundamentals of venture capital' that the author is discussing (maybe for the author with his 35 years experience in this industry it seems so). The author goes much further than simply explain the basic things- he describes a lot of issues that are not trivial. This actually makes the book very valuable, in that it is not of the 'Idiot's guide to..' variety. However, it would have been even more valuable had the author described the nature of the issues in more detail. The book is very short (120 pages), and it seems way too little to describe the

nature of the issues raised there, which makes it difficult to understand them. Another drawback of the book is its language- I feel that many things could have been explained in plain English, and this is not a small issue. Some parts of the book are simply impossible to read. I understand that after being a partner in a law firm for many years it's difficult not to use obscure words that can only be found in legal texts, but anyway, this definitely detracts much from the value of the book. The author could have better adhered to the KISS principle ('keep it simple stupid') that he himself mentioned in the book. But again, I'm not a native speaker, so I may be wrong. A good thing about the book is that it is written with humor and sometimes even sarcasm, which makes it interesting to read for someone who appreciates dry wit. 28 of 28 people found the following review helpful. GREAT Book, a MUST read! By A Customer As a small business owner and investor, I loved this book. Not only does this book provide in-depth information about raising capital through use of venture capital, banks, investors angels--it gives practical advice in laymans language. Sure, legal terminology is used, but so much the better to use when trying to raise money or invest. My only criticism is that the book wasnt longer. The best advice the book provides is what NOT to do and which PITFALLS to watch for. Also, how to structure your business plan to the specific financing you seek is helpful. This type of advice is usually out of reach for the average person. I am ordering additional copies for colleagues! 8 of 8 people found the following review helpful. Difficult to use By A. J. Sutter I'm an attorney with many years' experience in the venture capital area. The content of the book tends to reflect East Coast practice more than West Coast (Silicon Valley) practice. That's not necessarily a flaw, but you should be aware that the styles can differ in some respects. The style of writing though, is my major complaint about this book. In a word, it's pompous. Too many sentences have very complex, passive or impersonal constructions. Paragraphs are long and dense, without any concern for the reader's fatigue level. Also, some quantitative concepts could have been much more clearly expressed with a simple formula (high school-level math). The discussion of weighted average antidilution protection at pp. 90-91 is a case in point. I found this impossible to understand when I first read it. The more I read it, the more obscure it became to me. It could have been described much more accurately, and in many fewer lines, with a simple fraction. Clear communication didn't seem to be a priority for this author.

Written in highly readable layman's language, Fundamentals of Venture Capital is a concise introduction to the key issues facing both investors and entrepreneurs as they embark on the journey of turning a good idea into a profitable reality.

About the Author Joseph W. Bartlett is Of Counsel in the New York office of Sullivan Worcester LLP. A former Undersecretary of Commerce, law clerk to Chief Justice Earl Warren and President of the Boston Bar Association, Mr. Bartlett graduated from Stanford Law School, where he was president of the Law . He is the author of articles and books on venture capital and is Courtesy Professor at Cornell University, The Johnson School of Business. He has been an Acting Professor of law at Stanford University and an Adjunct Professor at New York University School of Law. Mr. Bartlett is admitted to practice in New York, Massachusetts and Washington, D.C.