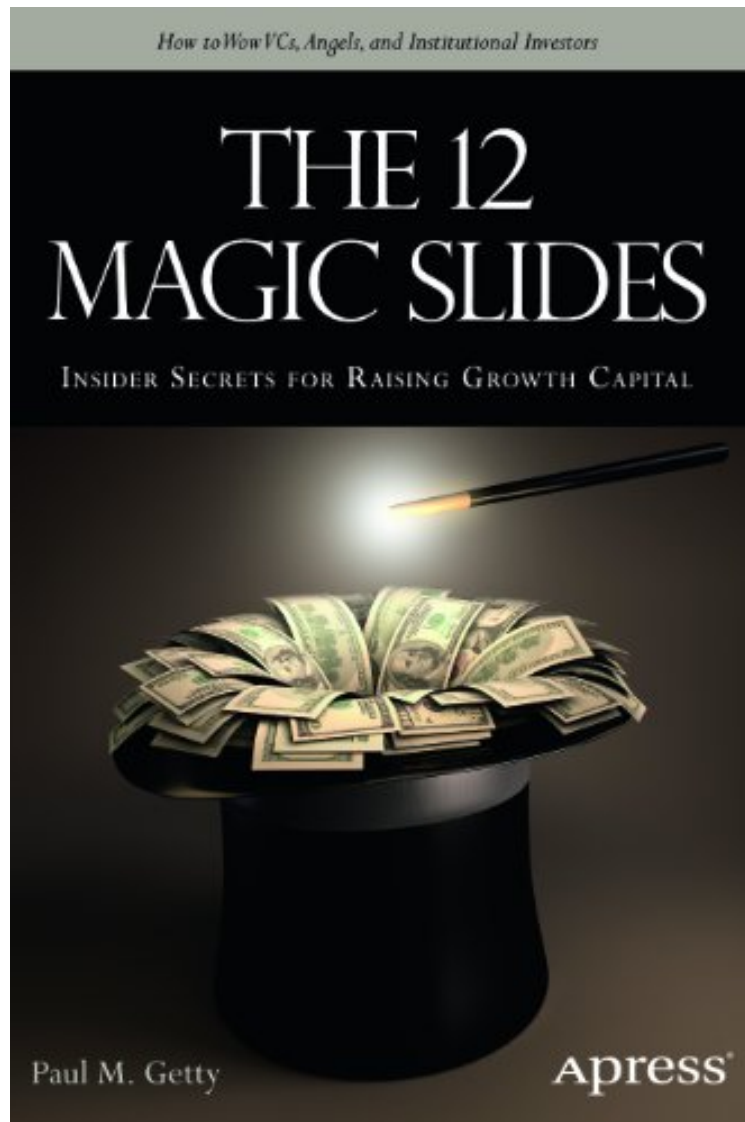


[PDF] The 12 Magic Slides: Insider Secrets for Raising Growth Capital

The 12 Magic Slides: Insider Secrets for Raising Growth Capital

Paul M. Getty

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Paul M. Getty : The 12 Magic Slides: Insider Secrets for Raising Growth Capital before purchasing it in order to gage whether or not it would be worth my time, and all praised The 12 Magic Slides: Insider Secrets for Raising Growth Capital:

0 of 0 people found the following review helpful. A must have for any business libraryBy Joel LovstedtSometimes when I read a business book, I am tempted to "skim through" by searching for the main points to get as much as necessary in as little time as possible. Not with this book. I found it to be both clear and concise. I tried to speed read through but "just as I thought I was out, [it] kept pulling me back in".The 12 magic Slides is not just for those seeking investors or to raise growth capital. I would also recommend it for investors to use as a check point template to

uniformly judge the quality any group seeking funding. It could also be a template for creating a successful business plan or, even to secure an increase in salary (I guess that would be considered raising personal growth capital). Anyway, I strongly recommend this book and look forward to Mr. Getty's next work. P.S.: I would have given this a fifth star if it were linked to a dedicated website supporting the concepts through video clips by the author or downloadable materials.

0 of 0 people found the following review helpful. Great advise for effective fundraising presentations

By Craig J This book is an excellent resource for entrepreneurs who are raising growth capital. The author provides a clear and simple framework for communicating top level business characteristics in an efficient manner. The framework identifies 12 "magic" presentation slides with key topics such as Opportunity and Market, Competitive Advantages, and Go-To-Market Strategy. Each topic is thoroughly discussed including comments on what to expect during an actual fundraising presentation. Even if you are not currently in the process of raising money, the framework can be an effective tool to help you get away from the day-to-day details of running your business and spend some time focusing on top level business strategy.

0 of 0 people found the following review helpful. Fund raising made simple

By Nancy Paxton I have been in the Silicon Valley for over 20 years and have not seen such a simple, step-by-step explanation of how to raise capital and what you can do at each step to maximize the outcome. This book is a very easy read and explains what the entrepreneur or the start-up CEO needs to do at each step. Paul has a very good knowledge of what the venture capitalists are looking for at each stage and then guides the reader to exactly what the venture capitalists want - that way you can ensure that your efforts have the highest probability of success. Sometimes good ideas do not get funded because of how they are presented - this book will ensure that does not happen.

Author Paul Getty has seen thousands of brilliant founding CEOs present to angel investors, venture capitalists, and institutional investors. And he has seen thousands of them fail in their quest for the money they sincerely believed would lead to entrepreneurial success and riches for all. Again and again, he watched would-be tech titans fail to create a good first impression, deliver poor presentations, tell lengthy stories that put investors to sleep, and fail to address the critical issues sophisticated investors are most eager to hear about. If only they'd read *The Twelve Magic Slides: Insider Secrets for Raising Growth Capital*. Getty's slide topics—developed while coaching hundreds of company founders to fundraising success—cover each of the twelve key themes investors want to know about in depth before they part with their hard-earned money: the problem you see, your solution to it, the resulting business opportunity, the amount of money you need to grow the firm, and the potential returns for investors, among others. Getty, managing director of Satwik Capital Advisors in San Jose, California, shows that properly developing each slide—and the thinking behind it—can get you the investment capital required to vault your company to the next level. But *The Twelve Magic Slides* is more than a book about how to raise money from professional investors. It presents a whole new way of how to think about and develop a successful startup. Regardless, it will show you better ways to accomplish your goals and increase the chances you'll get the green light from investors. Whether you are seeking startup funding from the angel down the street, or trying to convince investment bankers to help take you public, *The Twelve Magic Slides* provides a clear step-by-step process that will enable you to:

- Identify the key elements of the business that must be developed to attract external capital
- Understand the critical dos and don'ts CEOs must know to sell their story to investors in a quick and efficient manner
- Create twelve perfect slides and a presentation that secures investor interest from the start and gives them plenty of reasons to write you a check
- You need to find money to fund your company's growth. Investors need to find entrepreneurs and ideas they can believe in. *The Twelve Magic Slides* presents a proven method for attracting funds from angel investors, venture capital firms, private equity firms, and institutional investors. It will give you the knowledge and confidence you need to ask for—and receive—the capital you need to launch or grow a business.

What you'll learn

- The twelve slide topics that will answer the most critical questions for investors and get them to open up their wallets.
- What investors are really looking for in the projects they fund.
- How to define and present a problem, solution, and opportunity that compels backers to fund your company.
- How to build and showcase a credible leadership team that convinces investors that it can overcome the challenges startups face and still deliver results.
- How to come up with realistic financial projections and goals.
- How to prepare yourself for the stresses of raising capital.
- Who this book is for

Entrepreneurs, investors (angels, VCs, etc.), service providers (law firms, accountants, coaches, consultants), students, academics, and pundits surveying the startup scene.

About the Author Paul M. Getty has been an active venture capitalist with technology investment firms Venture Navigation and Satwik Ventures. He also is a co-founder of First Guardian Group, a national real estate investment and management firm that has completed over \$800 million in transactions. His prior operating experience spans over 25 years as a serial entrepreneur and executive officer in firms that resulted in investor returns of over \$700 million through multiple successful IPOs and MAs. Paul is a frequent speaker on investment topics at industry conferences. He has an MBA in Finance from the University of Michigan, with honors, and a Bachelor's Degree in Chemistry from Wayne State University.