



Angel Financing: How to Find and Invest in Private Equity (Wiley Investment)

Gerald A. Benjamin, Joel B. Margulis

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Your guardian angel has arrived

Capital is the single most important factor to getting your venture off the ground, but finding it can be a challenge, particularly if you're running out of funding options. Suppose your venture is too small for institutional players. What do you do once you've exhausted your personal financial resources? Where do you go after banks, the leasing companies, the venture capital firms, have turned you down? What you need is an "angel"--a private investor with high net worth. Angel Financing--the only book of its kind--provides you with a road map to this valuable, little known, source of capital financing.

Explains the structure of the direct private capital market

* Covers everything from the valuation process to writing an investor-oriented business plan

Gerald A. Benjamin (Sausalito, CA) is a Senior Managing Partner of International Capital Resources (ICR), an investment banking, corporate finance, and capital sourcing firm. He is also publisher of the California Investment Review. Joel Margulis (Mill Valley, CA) is a freelance writer who has published books and articles on a range of business and finance topics.

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