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# The Startup Funding Book



## Synopsis

Are you an entrepreneur, looking for investors take your venture to the next level? Do you want to start a business and wonder where to get the funds? This book reveals:

- \* Where to find investors and the best approaches to win their support
- \* What investors are really looking for but won't tell you
- \* How to persuade banks, business angels, VCs and public funders
- \* Insider tips for compiling material that satisfies investors
- \* Little-known strategies that will boost your success

The Startup Funding Book is about building understanding and preparing entrepreneurs for pitching their project to investors. It's also about what entrepreneurs need to do in order to develop and de-risk their startup project enough for it to become attractive to professional investors. Written by startup funding expert Nicolaj Højjer Nielsen, this book offers practical solutions and guides you step by step to secure the funds you need for your startup.

Nicolaj Højjer Nielsen is a serial entrepreneur and business angel who has been building startups since 1999. He focuses on high potential startups, and has co-founded and invested in 13 companies, primarily within IT. He has experience of securing funding from all possible sources – friends and family, business angels, venture capital funds and public funds. His experience is based on reviewing thousands of different investment opportunities and he knows the fundraising process from both sides of the table. By reading this book you will learn how investors think. Thinking like an investor will make you a more successful entrepreneur!

## Book Information

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## Customer Reviews

I coach startups in the EU to transform their idea into a successful business. During that process the finance part is a critical phase and a phase where future entrepreneurs are not familiar with. I had the opportunity to read the draft version and It amazed me from page one. This book gives a lot of insights and does so in an understandable, easy to read way. Theory and real life examples are naturally balanced.

It's a fantastic book who give me a solid knowledge how an investor thinks. I recommend the book, it has a systematic flow in information.

This book is a very useful guide in understanding when, where and how to look for external funders for a business project. It is really well-grounded, based on real-life examples and provides very useful material to work on own projects. I like its structured approach and review of different scenarios, explaining what works and what does not from the funder side. One of the most useful parts, in my view is about raising money from friends and family and related consequences. I have seen how mistakes, described in the book, create problems in real life, when people, who invest, do not really understand what they are doing (and neither did those, who asked and received the money). In particular I liked the Chapter 13 about the business plans and other material to use, when communicating with potential investors. I have shared this with a number of people I know and it was really appreciated. We have also found, that working on development of executive summary and the pitch deck actually helped the start-up founders focus their own minds on what their project is about, why it matters and how to make it interesting for people for investment. I am sure I will refer to this book regularly.

Nicolaj wrote a very pragmatic and provided and comprehensive portrayal of prospective ways of fund raising. This book is a very practical guide for any aspiring startup bug . It tried to encapsulate all defined phases of gig..to approach investors in which stage and how meaningful to present target investor in a very practical way. I liked the examples shared and some are applicable to my journey

also. The author clearly able to present the internal thoughts of VCs and angel investors. The author describes very detailed from both the entrepreneurs' perspective and various kinds of investors' side to better connecting the perceptive gap confronting start-up funding issues. In today's very fast moving world of innovative ideas, it is very much critical to match founder and possible investor. Often some people receive funds very early which may or may not be positive. I liked chapter 4 on "why can't you find an investor?" And Chapter 10 "Public funding" my situation was extremely well described here and author very clearly able to pinpoint issues. Also, issues with family funding and friend's money are well articulated. However, for next edition, my wish list would be to consider Startup funding issues in Asian geography also. Let me say that anyone interested in the startup culture must immediately grab a copy of this book. Author has dissected the entire process of startup funding. Traditionally funding of startup has been shrouded in mystery and urban legends. Nicolaj clarifies the mystery in a masterful narrative. This is an admirable effort. Well done, Nicolaj

A really useful book for young and aspiring entrepreneurs. The startup funding book is easy to read and takes you through all aspects of how to obtain funding. The book is particularly straightforwardly and gives you a general overview of the different types of funding in the first chapters, and then going closer on each one. Every single chapter ends with a few "takeaway points" which are easy to remember and sums up the chapter in a beautiful way. All the figures are easy to understand and are a good addition to the written text. What I particularly like about the book is how every chapter contains relevant examples from startups in Denmark, which makes everything much more understandable and interesting for the reader. Useful tips and tricks like how to pitch your idea to potential investors and how to design your PowerPoint slides is also a part of this "Startup Bible", written by a highly proficient author. All the common mistakes that every startup should avoid is thoroughly described and important aspects like funding through family and friends are honestly communicated. One example like the 5% rule for how much a friend or family should invest is a useful tip that I will use in future funding situations. The only thing that could be better with the book in my eyes is the fact that most of the knowledge is just experience and not justified by theory. To sum it up, a brilliant book that is a "must read" for all new startups.

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