



# Venture Capital Funding: A practical guide to raising finance

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## **Venture Capital Funding: A practical guide to raising finance** Bloomfield S.

The business of helping firms to become "investment ready" has long been seen as vital to the long term development of any economy, but the process of identifying and attracting the right kind of investor can be difficult for many small and medium-sized businesses. Updated to take account of recent developments in patterns of funding, this second edition of Venture Capital Funding gives you a detailed, step-by-step guide to obtaining venture capital from building a management team through to the maze of due diligence obligations and necessary legal procedures. The practicalities of competing for, and winning, additional capital are broken down into key areas, such as: the significance of the business plan types of investor targeting and attracting a funder negotiation and initial valuations the due diligence process the available investment vehicles. It also explores the many reasons why companies seek out additional funding, and discusses the points in the business life cycle when such injections are appropriate

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