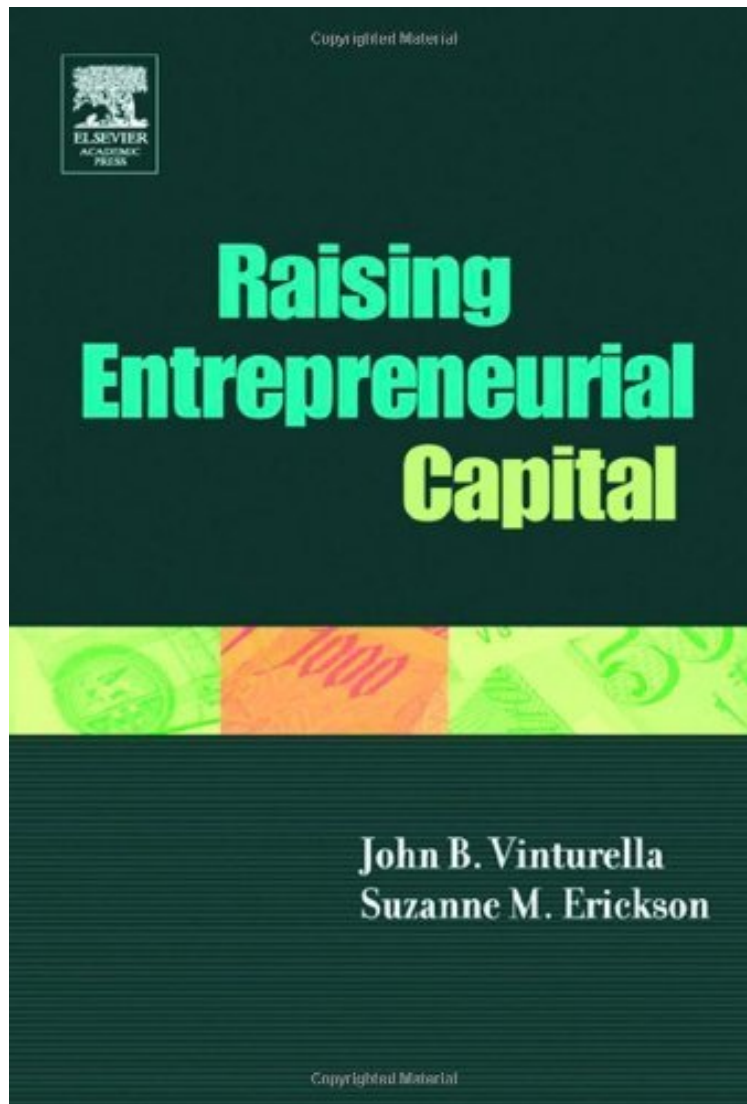


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## Raising Entrepreneurial Capital

*John B. Vinturella, Suzanne M. Erickson*  
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**John B. Vinturella, Suzanne M. Erickson : Raising Entrepreneurial Capital** before purchasing it in order to gage whether or not it would be worth my time, and all praised Raising Entrepreneurial Capital:

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interested in starting their own business. By H. Miller This book was for a class I was lucky enough to take that was taught by one of the authors of the book. The book gives good insight into the world of being an entrepreneur. 0 of 0 people found the following review helpful. Five Stars By John Myers Nice detail explaining entrepreneurial capital but more detailed explanations of methods with example calculations and spreadsheets would enhance it.

Raising Entrepreneurial Capital begins where entrepreneurship books leave off. This book provides a broad, high-level discussion of the financing decisions that companies must make to achieve success. With a focus on classic capital raising, the text covers the debt vs. equity decision, as well as the options available to smaller businesses. It also describes the factors that lead to rapid growth, including venture capital, IPOs, angels, incubators, and much more. Combining solid theory with practitioner's experience and insights, this book should increase student understanding of how to raise entrepreneurial capital. It explains how your company should position itself to attract private equity investment, and what steps you can take to improve your company's marketability. It includes several chapters on worldwide regional variations on forms and availability of pre-seed capital, incubators, and the business plans they create, with case-studies from Europe, Latin America, and the Pacific Rim. It also effectively differentiates between venture capital and entrepreneurial capital. This book will appeal to entrepreneurs and to students in Entrepreneurship programs, particularly entrepreneurial finance courses. \* Combines solid theory with practitioner's experience and insights \* Case studies illustrate theory throughout the book \* Describes worldwide and regional variations in capital raising strategies

"Raising capital is a dynamic topic that Vinturella and Erickson have dealt with in a real-world up-to-date manner applicable to founders of all types of companies. There are far more capital sources than most entrepreneurs realize and the authors have provided an exhaustive approach that will help direct a capital raising effort and increase its chances of success." -- Janis Machala, Managing Partner, Paladin Partners "Experiential in its approach, this book will be a great resource as a guide to the potential entrepreneur while also serving as an excellent text in Entrepreneurial Studies programs and other courses. Covering topics of crucial importance and providing a wealth of details, it also includes a variety of material not commonly found in finance texts." -- Alva Butcher, Acting Director, School of Business and Leadership, University of Puget Sound "Need money to launch your venture? You need this book. Raising Entrepreneurial Capital will guide you through the intricacies and alternatives for raising money, growing, and harvesting your business venture. It offers practical guidelines and insightful cases that enhance your probability of success." -- John B. Elstrott Jr., Clinical Professor of Entrepreneurship, Freeman School of Business, Tulane University "I have been an entrepreneur, venture investor or venture capitalist most of my 30-year professional business career and have been involved in the startup of over 40 companies, some very successful and some not so successful. After reading Raising Entrepreneurial Capital, my only regret is that I did not have access to this book of business knowledge at the beginning of my career. Most of the lessons I learned on the job (many the hard way!) trying to raise money, every way known to man, are in this book and I find it amazing how much of it is accurately covered in depth by the authors. It will be a great textbook for teaching entrepreneurial finance. I have never seen a book that covers everything one needs to know in such great depth. This book should be required reading for anyone thinking about starting up a new business. It will save a lot of wasted time and heartache for a new entrepreneur." -- Kent L. Johnson, Chairman and Managing Director, Alexander Hutton Venture Capital, Chairman of the Advisory Board of Seattle University's Entrepreneurship Center "John Vinturella takes a "fundamentals of finance" type primer to a whole new level. Filled with stats, tables, case studies, models and pros and cons of various financing options, this comprehensive and practical text is both a refreshing guide and a resource for small business entrepreneurs, students, lenders and investors alike!" -- Paul I. Karofsky, Executive Director, Northeastern University Center for Family Business "From the Back Cover" "John Vinturella takes a "fundamentals of finance" type primer to a whole new level. Filled with stats, tables, case studies, models and pros and cons of various financing options, this comprehensive and practical text is both a refreshing guide and a resource for small business entrepreneurs, students, lenders and investors alike!" - Paul I. Karofsky, Executive Director, Northeastern University Center for Family Business "Raising capital is a dynamic topic that Vinturella and Erickson have dealt with in a real-world up-to-date manner applicable to founders of all types of companies. There are far more capital sources than most entrepreneurs realize and the authors have provided an exhaustive approach that will help direct a capital raising effort and increase its chances of success." - Janis Machala, Managing Partner, Paladin Partners "Experiential in its approach, this book will be a great resource as a guide to the potential entrepreneur while also serving as an excellent text in Entrepreneurial Studies programs and other courses..." - Alva Butcher, Acting Director, School of Business and Leadership, University of Puget Sound "Need money to launch your venture? You need this book. Raising Entrepreneurial Capital will guide you through the intricacies and alternatives for raising money, growing, and harvesting your business venture. It offers practical guidelines and insightful cases that enhance your probability of success." - John B. Elstrott Jr., Clinical Professor of Entrepreneurship, Freeman School of Business, Tulane University Raising Entrepreneurial Capital begins where other entrepreneurship books leave off. This book focuses on capital raising for the entrepreneurial venture - it covers the

debt vs. equity decision, the options available to new and smaller businesses, and the ramifications of rapid growth on financing. It provides a broad, high-level summary of the subjects that people typically research, such as "How should your company position itself to attract private equity investment?" and "What steps can you take to improve your company's marketability?" Unlike other books of the genre, *Raising Entrepreneurial Capital* includes chapters on financial management, budgeting, angel investors and the implications of doing business abroad. Dr. John Vinturella is a management consultant specializing in entrepreneurship, and author of "The Entrepreneur's Fieldbook." He is Scholar-in-Residence in the Division of Business at Dillard University, New Orleans, Louisiana. Suzanne Erickson, is a professor of finance at Seattle University, Seattle, Washington. In addition to publishing several papers in the areas of corporate finance and entrepreneurship, she has consulted with several start-ups, Fortune 500 companies and non-profits.

**About the Author** Dr. Vinturella was founder and 20-year President of a building supplies wholesaler, sold to a regional chain in 1998; Tammany Supply, Inc. was named a Blue-Chip Enterprise by the U.S. Chamber of Commerce in 1994 and was featured ("The Wizardry of Tammany Supply") in the trade journal, *Supply House Times*. He also participated in the startup of several small businesses as officer/owner, including a microbrewery, software developer, "cajun" food manufacturer, and quick oil change franchise. He taught at Dillard University, New Orleans, LA, USA and is currently a Business Consultant in Cincinnati, Ohio, USA. Dr. Suzanne Erickson received her PhD in Finance from the University of Washington. She taught at Seattle University for several years where she was instrumental in starting the Entrepreneurship Center. Currently she is the Associate Dean in the College of Business and Mass Communication at Brenau University in Gainesville GA. Her areas of expertise are Corporate Finance, Valuation and Entrepreneurial Finance. In addition to publishing several articles in the areas of corporate finance and *Raising Entrepreneurial Capital*, a text coauthored with John Vinturella, she has consulted with several start-ups, Fortune 500 companies and non-profits. To read the author's blog, visit <http://scitechconnect.elsevier.com/category/economics-finance/>