

The Art Of Startup Fundraising Pitching Investors Negotiating The Deal And Everything Else Entrepreneurs Need To Know

Founder's Pocket Guide: Term Sheets and Preferred Shares
 The Pitch Deck Book
 100 Insider Rules for Beating the Odds--From Mastering the Fundamentals to Selecting Investors, Fundraising, Managing Boards, and Achieving Liquidity
 Startup Seed Funding for the Rest of Us
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 Founder's Pocket Guide: Startup Valuation
 Ideation to Product/Market Fit
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 A New Roadmap for Entrepreneurial Success
 What Every Angel Investor Wants You to Know: An Insider Reveals How to Get Smart Funding for Your Billion Dollar Idea
 How the Brain is Shaping the Future of the Internet
 Mastering the VC Game
 Startup Success
 Why Startups Fail
 How Investors Think and What They Need to Hear to Fund Your Startup
 The Time-Tested, Battle-Hardened Guide for Anyone Starting Anything
 Crack the Funding Code
 Craft Your Story, Build the Perfect Pitch Deck, and Launch the Venture of Your Dreams
 Funding the Early Stages of Your Venture
 Surviving and Thriving in a Relationship with an Entrepreneur
 The Art of Startup Fundraising
 A Venture Capital Insider Reveals How to Get from Start-up to IPO on Your Terms
 Selling Your Startup
 The Step-By-Step Guide for Building a Great Company
 Venture Capital For Dummies

The Art Of Startup Fundraising Pitching Investors Negotiating The Deal And Everything Else Entrepreneurs Need To Know

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DONNA LESTER

Founder's Pocket Guide: Term Sheets and Preferred Shares Penguin

For the want-to-be entrepreneur thinking about taking the leap, the boot-strapped entrepreneur trying to energize a business three or four years in, and the venture-backed entrepreneur trying to scale, *Why Startups Fail* shows you the key mistakes new ventures make—and how to avoid them. Nearly everyone has an idea for a product they could build or a company they could start. But eight out of 10 new businesses fail within the first three years. Even only one in ten venture-backed startups succeeds, and venture capitalists turn down some 99% of the business plans they see. The odds appear to be stacked against you! But entrepreneurs often make the same avoidable mistakes over and over. *Why Startups Fail* can help you beat the odds and avoid the pitfalls and traps that lead to early startup death. It's easy to point to successes like Apple, Google, and Facebook. But the biggest lessons can come from failure. What decisions were made, and why? What would the founders have done differently? How did one company become a billion-dollar success while another—with a better product and in the same market—fail? Drawing on personal experience as well as the wisdom of the Silicon Valley startup community, serial entrepreneur, venture capitalist, and blogger Dave Feinleib analyzes companies that have come and gone. In short, powerful chapters, he reveals the keys to successful entrepreneurship: Excellent product/market fit, passion, superb execution, the

ability to pivot, stellar team, good funding, and wise spending. In *Why Startups Fail*, you'll learn from the mistakes Feinleib has seen made over and over and find out how to position your startup for success. *Why Startups Fail*: Shows venture-backed startups and boot-strappers alike how to succeed where others fail. Is equally valuable for companies still on the drawing board as well as young firms taking their first steps. Takes you through the key decisions and pitfalls that caused startups to fail and what you can learn from their failures. Covers the critical elements of entrepreneurial success.

The Pitch Deck Book 1x1 Media

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

100 Insider Rules for Beating the Odds--From Mastering the Fundamentals to Selecting Investors, Fundraising, Managing Boards, and Achieving Liquidity HarperCollins

The Art of Startup Fundraising Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know John Wiley & Sons

Startup Seed Funding for the Rest of Us Berrett-Koehler Publishers

Entrepreneurs who dream of building the next Amazon, Facebook, or Google can take advantage of one of the most powerful economic engines the world has ever known: venture capital. To do so, you need to woo, impress, and persuade venture capitalists to take a risk on an unproven idea. That

task is challenge enough. But choosing the right investor can be harder still. Even if you manage to get backing, you want your VC to be a partner, not some adversary who will undermine your vision in order to make a quick return. Jeffrey Busgang is one of a few people who have played on both sides of this high-stakes game. By his early thirties, he had helped build two successful start-ups—one went public, the other was acquired. Now he draws on his experience and unique perspective on the "other side" as a venture capitalist helping entrepreneurs bring their dreams to fruition. Busgang offers detailed insights, colorful stories, and practical advice gathered from his own experience as well as from interviews with dozens of the most successful players on both sides of the game, including Twitter's Jack Dorsey and LinkedIn's Reid Hoffman. He reveals how to get noticed, perfect a pitch, and negotiate a partnership that works for everyone. An insider's guide to the secrets of the world venture capital, *Mastering the VC Game* will prove invaluable for entrepreneurs seeking capital and successful partnerships.

Fundraising for Social Change AMACOM Div American Mgmt Assn

Real life insights on what it takes to make it in a relationship with an entrepreneur Entrepreneurs are always on the go, looking for the next "startup" challenge. And while they lead very intensely rewarding lives, time is always short and relationships are often long-distant and stressed because of extended periods apart. Coping with these, and other obstacles, are critical if an entrepreneur and their partner intend on staying together—and staying happy. In *Startup Life*, Brad Feld—a Boulder, Colorado-based entrepreneur turned-venture capitalist—shares his own personal experiences with his wife Amy, offering a series of rich insights into successfully leading a balanced life as a human being who wants to play as hard as he works and who wants to be as fulfilled in life and in work. With this book, Feld distills his twenty years of experience in this field to address how the village of startup people can put aside their workaholic ways and lead rewarding lives in all respects. Includes real-life examples of entrepreneurial couples who have had successful relationships and what works for them Provides practical advice for adapting to change and overcoming the inevitable ups and downs associated with the entrepreneurial lifestyle Written by Brad Feld, a thought-leader in this field who has been an early-stage investor and successful entrepreneur for more than twenty years While there's no "secret formula" to relationship success in the world of the entrepreneur, there are ways to making navigation of this territory easier. *Startup Life* is a well-rounded guide that has the insights and advice you need to succeed in both your personal and business life.

How to Turn Your Entrepreneurial Passion into a Thriving Business The Rosen Publishing Group, Inc

This updated edition includes several new features, including: · The Startup Valuation Explorer · Expanded coverage of Valuation Methods · Responding to investor questions about your valuation · Understanding option pool impact on your valuation For many early-stage entrepreneurs assigning a pre-money valuation to your startup is one of the more daunting tasks encountered during the fundraising quest. This guide provides a quick reference to all of the key topics around early-stage startup valuation and provides step-by-step examples for several valuation methods. This Founder's Pocket Guide helps startup founders learn: • What a startup valuation is and when you need to start worrying about it. • Key terms and definitions associated with valuation, such as pre-money, post-money, and dilution. • How investors view the valuation task, and what their expectations are for early-stage companies. • How the valuation fits with your target raise amount and resulting founder equity ownership. • How to do the simple math for calculating valuation percentages. • How to estimate your company valuation using several accepted methods. • What accounting valuation methods are and why they are not well suited for early-stage startups.

The Startup Playbook McGraw Hill Professional

A Wall Street Journal Bestseller! What are venture capitalists saying about your startup behind closed doors? And what can you do to influence that conversation? If Silicon Valley is the greatest wealth-generating machine in the world, Sand Hill Road is its humming engine. That's where you'll find the biggest names in venture capital, including famed VC firm Andreessen Horowitz, where lawyer-turned-entrepreneur-turned-VC Scott Kupor serves as managing partner. Whether you're trying to get a new company off the ground or scale an existing business to the next level, you need to understand how VCs think. In *Secrets of Sand Hill Road*, Kupor explains exactly how VCs decide where and how much to invest, and how entrepreneurs can get the best possible deal and make the most of their relationships with VCs. Kupor explains, for instance: • Why most VCs typically invest in only one startup in a given business category. • Why the skill you need most when raising venture capital is the ability to tell a compelling story. • How to handle a "down round," when startups have to raise funds at a lower valuation than in the previous round. • What to do when VCs get too entangled in the day-to-day operations of the business. • Why you need to build relationships with potential acquirers long before you decide to sell. Filled with Kupor's firsthand experiences, insider advice, and practical takeaways, *Secrets of Sand Hill Road* is the guide every entrepreneur needs to turn their startup into the next unicorn.

Crafting the Perfect Exit, Selling Your Business, and Everything Else Entrepreneurs Need to Know McGraw Hill Professional

Learn how to sell your startup from an acquisition expert Many entrepreneurs dream of the day their company is acquired and they secure a perfect exit. But information about the process of getting your business acquired usually comes from expensive investment bankers who typically advise late-stage startups. In *Selling Your Startup*, serial entrepreneur Alejandro Cremades delivers an accessible guide on how to sell your startup. With first-hand experience as a fully exited entrepreneur, investment banker, and lawyer, Cremades describes the tips and tricks startup founders need to sell their early-stage to growth-stage business. In this book, you'll discover: The role that investment bankers play in the acquisition process, how they add value, and how to break down their fees Preparing your company for sale, including compiling a pitch book, putting its finances in order, and building a target list of potential acquirers How to get to a Letter of Intent, perform due diligence, and reach a purchase agreement Perfect for entrepreneurs of all kinds, *Selling Your Startup* is a must-have roadmap to the practical realities of company acquisition and contains proven guidance on crafting your perfect exit.

Be Smarter Than Your Lawyer and Venture Capitalist Apress

Startup money is moving online, and this guide shows you how it works. *The Art of Startup Fundraising* takes a fresh look at raising money for startups, with a focus on the changing face of startup finance. New regulations are making the old go-to advice less relevant, as startup money is increasingly moving online. These new waters are all but uncharted—and founders need an accessible guide. This book helps you navigate the online world of startup fundraising with easy-to-follow explanations and expert perspective on the new digital world of finance. You'll find tips and tricks on

raising money and investing in startups from early stage to growth stage, and develop a clear strategy based on the new realities surrounding today's startup landscape. The finance world is in a massive state of flux. Changes are occurring at an increasing pace in all sectors, but few more intensely than the startup sphere. When the paradigm changes, your processes must change with it. This book shows you how startup funding works, with expert coaching toward the new rules on the field. Learn how the JOBS Act impacts the fundraising model Gain insight on startups from early stage to growth stage Find the money you need to get your venture going Craft your pitch and optimize the strategy Build momentum Identify the right investors Avoid the common mistakes Don't rely on the "how we did it" tales from superstar startups, as these stories are unique and applied to exceptional scenarios. The game has changed, and playing by the old rules only gets you left behind. Whether you're founding a startup or looking to invest, *The Art of Startup Fundraising* provides the up-to-the-minute guidance you need.

The Art of Marketing John Wiley & Sons

Crack the Funding Code demystifies the world of angel investing, venture capital, and corporate funding and lays out a strategic pathway for any entrepreneur to secure funding fast. Lack of funding is one of the biggest reasons small businesses fail. In 2016 in the United States alone, more than 31 percent of small business owners reported that they could not access adequate capital, and the lack of capital prevented them from growing the business/expanding operations, increasing inventory, or financing increased sales. Most business owners believe that their only feasible funding options are (1) savings or personal credit, (2) friends and family or (3) bank loans. They may have heard about venture capitalists or angel investors, but they don't have enough information about what these investors do, what they can provide for a business, and on what terms. What's worse, entrepreneurs often don't know how to access the people who are looking to put their money into young companies with potential. Finally, business owners don't have enough expertise to navigate the treacherous waters of outside funding. Many small companies don't believe they are the type of company that gets funded. Even when business owners are brave enough to look for the right outside investors, they don't know how to create the compelling pitches or how to structure the deals that will get them the funding to expand and grow. *Crack the Funding Code* will show readers how to find the money, create pitches that attract investors, and then structure fair, ethical deals that will bring them new sources of outside capital and invaluable professional advice. It will give readers the broader perspective—how funding works, how investors think, and what they need to hear to put their money where your mouth is. Every entrepreneur who reads this book will get easy-to-follow deal checklists, a roadmap of where and how to locate the best funding resources and top business mentors for their particular industry and/or geographical location, and a step-by-step process to create pitches that make their idea or business irresistible.

Venture Capital and How to Get It John Wiley & Sons

Fund and Fuel Your Dreams! You're an entrepreneur with a great idea. But your business needs money. So, do you max out your credit cards, borrow from friends and family, and do everything yourself? Or do you make a devil's bargain with some venture capitalist who'll demand a tenfold return and could easily take your business out from under you? No and no! You don't have to bootstrap, and you don't have to sell out! Jenny Kassin says the landscape of investment capital is far larger and more diverse than most people realize. She illuminates the vast range of capital-raising strategies available to mission-driven entrepreneurs and provides a six-step process for finding and enlisting investors who are a match with your personal goals and aspirations. The plan you create will inspire you, excite you, and help you achieve your dreams!

Innovative Strategies for Entrepreneurs, Startups and Ecommerce John Wiley & Sons

The venture capital world is often intimidating and hard to navigate, even for the most seasoned entrepreneurs. But it doesn't have to be. Entrepreneurs who run effective fundraising processes don't do it by accident. With this book, you'll learn what it takes to successfully raise a round of funding for your company. Author Katherine Hague explains how the venture capital industry works, and walks you through each step necessary to plan, execute, and optimize your own fundraising round. Packed full of exercises, checklists, and templates, this book guides you through the process from start to finish. It's ideal for entrepreneurs raising later rounds of capital, as well as those just starting out. Gain an understanding of core venture capital concepts and standards Learn how to develop and hone an investor pitch Come away with a plan to hit the fundraising trail for your company Develop the confidence you need to negotiate key terms in a funding deal Understand best practices in fundraising, and learn how to avoid the top 10 fundraising mistakes

How to Raise \$1 Million for Your Startup - Even Outside of Silicon Valley Penguin

From a TechCrunch founder and award-winning strategist comes the most comprehensive guide to the newest fundraising options for today's entrepreneurs. Fundraising for startups has changed dramatically in the past decade. There was a time when VCs were rock stars and a founder with a big idea and a little drive could raise a few hundred thousand dollars to build a business. But those days are gone. In the aftermath of the Great Recession and a massive drop in tech investments, it's become harder and harder for founders to raise money. The good news? Today's entrepreneurs have more options than ever before—with greater opportunities to get the ball rolling, get investors excited, and Get Funded! A comprehensive, cutting-edge guide from tech journalist and entrepreneur John Biggs and communication strategist Eric Villines, *Get Funded!* will enable you to: Create a solid business plan and a powerful story that investors respond to Explore a wide range of funding options—and find the ones that are right for you Understand valuation and dilution Plan, prepare, and deliver the perfect pitch Raise money through grants, micro-loans, micro-donations, and crowdfunding Take advantage of the latest online resources and financial tools Filled with step-by-step strategies, ready-to-use resources, and on-the-ground insights, this is a must-read for every entrepreneur. Even if you've started a business before, you'll discover a whole new funding landscape with exciting tech-driven models—including crowdfunding platforms like GoFundMe and Patreon, cryptocurrencies like Bitcoin, IEOs (Initial Exchange Offerings), micro-loans, and micro-donations—as well as more traditional, tried-and-true methods. Beyond a road map to the current world of funding, *Get Funded!* provides proven strategies for pitching, marketing, bootstrapping, and more. It's a complete 360-degree tool with easy-to-follow worksheets and online resources that will help you build a sustainable funding strategy that's right for your business—and crucial to your success. Whether you're starting a food truck or a biotech startup, *Get Funded!* has got you covered.

The Fundraising Strategy Playbook BenBella Books

"Straight Talk for Startups memorializes age-old best practices and empowers both experienced and new investment professionals to beat the

odds."—David Krane, CEO, Google Ventures "Straight Talk for Startups is filled with real, raw, and fact-based 'rules of the road' that you need to know when diving into our ultra-competitive startup world. A must read and a re-read!"—Tony Fadell, Coinventor of the iPod/iPhone & Founder of Nest Labs Veteran venture capitalist Randy Komisar and finance executive Jantoon Reigersman share no-nonsense, counterintuitive guidelines to help anyone build a successful startup. Over the course of their careers, Randy Komisar and Jantoon Reigersman continue to see startups crash and burn because they forget the timeless lessons of entrepreneurship. But, as Komisar and Reigersman show, you can beat the odds if you quickly learn what insiders know about what it takes to build a healthy foundation for a thriving venture. In Straight Talk for Startups they walk budding entrepreneurs through 100 essential rules—from pitching your idea to selecting investors to managing your board to deciding how and when to achieve liquidity. Culled from their own decades of experience, as well as the experiences of their many successful colleagues and friends, the rules are organized under broad topics, from "Mastering the Fundamentals" and "Selecting the Right Investors," to "The Ideal Fundraise," "Building and Managing Effective Boards," and "Achieving Liquidity." Vital rules you'll find in Straight Talk for Startups include: The best ideas originate from founders who are users Create two business plans: an execution plan and an aspirational plan Net income is an option, but cash flow is a fact Don't accept money from strangers Personal wealth doesn't equal good investing Small boards are better than big ones Add independent board members for expertise and objectivity Too many unanimous board decisions are a sign of trouble Choose an acquirer, don't wait to be chosen Learn the rules by heart so you know when to break them Filled with helpful real-life examples and specific, actionable advice, Straight Talk for Startups is the ideal handbook for anyone running, working for, or thinking about creating a startup, or just curious about what makes high-potential ventures tick.

The Startup Funding Book The Art of Startup Fundraising Pitching Investors, Negotiating the Deal, and Everything Else Entrepreneurs Need to Know Secure venture capital? Easy. Getting a business up and running or pushing a brilliant product to the marketplace requires capital. For many entrepreneurs, a lack of start-up capital can be the single biggest roadblock to their dreams of success and fortune. Venture Capital For Dummies takes entrepreneurs step by step through the process of finding and securing venture capital for their own projects. Find and secure venture capital for your business Get your business up and running Push a product to the marketplace If you're an entrepreneur looking for hands-on guidance on how to secure capital for your business, the information in Venture Capital For Dummies gives you the edge you need to succeed.

Funded John Wiley & Sons

Times are changing in today's digital world. With the boom of new startups and eCommerce platforms, old marketing techniques might not be the best option for new businesses today. If you are an entrepreneur, founder/part of a startup or in eCommerce, this book is for you. In The Art of Marketing: Innovative Strategies for Entrepreneurs, Startups and eCommerce, I will teach you how to use new and innovative marketing techniques and strategies to: -build an audience -establish a social media presence using social media and content marketing -increase revenue and profit -improve your business -- even if you are just starting out. -and way more! As the marketing director of Peerbuds, founder of a nonprofit apparel brand, blogger, marketing enthusiast and someone who just loves the art of marketing, I have read, utilized and studied hundreds of books and articles on the subject of marketing for the new age of startups and businesses. Whether you are an entrepreneur, college dropout who decided to start a business or both, you will benefit from this book by implementing the how-to's, tips and tricks used by many of the greatest startups and businesses you know today. Companies like Airbnb, Dropbox, Uber, Instagram and literally hundreds more have all utilized and benefitted from strategies that are found in this exact book -- and you can too. I promise that if you use what you learn from The Art of Marketing: Innovative Strategies for Entrepreneurs, Startups and eCommerce, you will see an increase in users, improve the image of your business, draw more attention from potential customers, help them solve their needs and ultimately lead them to purchase your product or service. Many marketing books all have one mistake in common: they are intended to be learned in classroom environments. They are too theoretical and difficult to utilize in a practical situation. However, this book will teach you actionable strategies you will be able to use the very same day. Don't be the person who misses out on the incredible opportunity to learn and use these effective marketing techniques today. Be the kind of person others look at and say "I don't know how they did it. I wish I knew what they knew." Be the kind of person who takes action today. The things you are about to learn will catapult your success in business by using effective and proven marketing strategies that modern companies today are using. Each chapter will teach you something new and something you can use today. Pick up your copy of The Art of Marketing: Innovative Strategies for Entrepreneurs, Startups and

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eCommerce!

And How Yours Can Succeed Berrett-Koehler Publishers

More than 100,000 entrepreneurs rely on this book for detailed, step-by-step instructions on building successful, scalable, profitable startups. The National Science Foundation pays hundreds of startup teams each year to follow the process outlined in the book, and it's taught at Stanford, Berkeley, Columbia and more than 100 other leading universities worldwide. Why? The Startup Owner's Manual guides you, step-by-step, as you put the Customer Development process to work. This method was created by renowned Silicon Valley startup expert Steve Blank, co-creator with Eric Ries of the "Lean Startup" movement and tested and refined by him for more than a decade. This 608-page how-to guide includes over 100 charts, graphs, and diagrams, plus 77 valuable checklists that guide you as you drive your company toward profitability. It will help you: • Avoid the 9 deadly sins that destroy startups' chances for success • Use the Customer Development method to bring your business idea to life • Incorporate the Business Model Canvas as the organizing principle for startup hypotheses • Identify your customers and determine how to "get, keep and grow" customers profitably • Compute how you'll drive your startup to repeatable, scalable profits. The Startup Owner's Manual was originally published by K&S Ranch Publishing Inc. and is now available from Wiley. The cover, design, and content are the same as the prior release and should not be considered a new or updated product.

How to Fund Your Business without Selling Your Soul "O'Reilly Media, Inc."

Presents information how to spot and sidestep roadblocks on the entrepreneurial journey and sets readers on a path to startup success.

Founder's Pocket Guide: Startup Valuation Nhn Ventures APS

The Pitch Deck Book is a step by step guide to raising seed capital from Venture Capital and Angel investors. This guide was built by Tim Cooley who has spent more than 10 years screening deals and raising more than \$200M in seed and early-stage capital for over 100+ companies. "The Pitch Deck Book is hands-down the clearest, simplest, and most concise guide ever written to creating and delivering an effective startup fundraising pitch. Three hours spent reading and applying the lessons in Tim Cooley's book will save you thirty hours of well-meaning-but-ineffective feedback from random advisors. Tim comes from the perspectives of both a founder and an investor, and as the Executive Director of a highly regarded angel group, he is EXACTLY the audience your pitch is aimed at. Founders around the world (not to mention investors who have to sit through awful pitches!) owe him an enormous debt of gratitude."—David S. Rose, "The Pitch Coach", author of "The Startup Checklist" and "Angel Investing", founder of New York Angels. Inside The Pitch Deck Book, you will find a guide to creating all the key elements you will need to engage investors. You will learn everything you need to do before you ever set up a meeting. You will learn the best format to present your business so that investors will get excited about your business. Finally, you will be shown a number of actual pitch decks with some of the most common issues that most founders come across when they pitch. Not only do you see the actual decks used, but also the feedback on how to fix them. If you do not want to be the 99% of companies who never get funded and are looking for the most comprehensive way to present your business to investors, this is the book for you. For more information and to get a FREE one-pager builder go to my website: TIMLCOOLEY.CO

Ideation to Product/Market Fit John Wiley & Sons

This easy to follow guide helps startup founders understand the key moving parts of an investment term sheet, and review typical preferred share rights, preferences, and protections. Along the way, we also provide easy-to-follow examples for the most common calculations related to preferred share equity deals. Expanding on these fundraising concepts, this Founder's Pocket Guide helps startup founders learn: What a term sheet is and how to summarize the most important deal terms for your fundraising and startup building goals. How preferred stock shares differ from common shares, with review of how each key preferred share right and preference is tied to the investor's shares. Key terms and definitions associated with equity fundraising, such as pre-money valuation, founder dilution, and down round. How to decipher legalese associated with a term sheet deal, such as pro rata, fully diluted, and pari passu. The full list of the most common term sheet clauses, their plain English meaning, and their importance to an early-stage investment deal. Simple math for the key term sheet financial aspects, including calculating fully diluted shares outstanding, investor equity ownership percentages, and the impact of option pools on founder dilution. Example exit scenarios, showing how term sheet deal points impact how exit proceeds get divided among investors and founders.