



FOUNDING A STARTUP: WHAT YOU NEED TO KNOW (QUICK PREP)

Terri Krivosha

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Founding a Startup is a comprehensive roadmap for anyone planning to start a business or who is in the early stages of founding a business. This book covers a wide range of topics, including: Developing business plans; Creating projections; Branding considerations; Where to organize and how to structure your entity; Dividing equity among the founders; Valuation; Making the decision to seek outside investors; Pitching early angel investors; Developing human capital resources including compensation; and Governance. The book also explains when a founder should seek legal counsel and each chapter ends with a list of takeaways that summarize key elements. Founding a Startup is an indispensable resource that provides founders with valuable real-life insights from other founders and experts, as well as those of the author, who has worked with early stage companies for over 30 years, providing strategic and business advice. After reading this book, founders will have a better sense of the landmarks along the startup road and will be able to proceed with confidence in their journey.

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