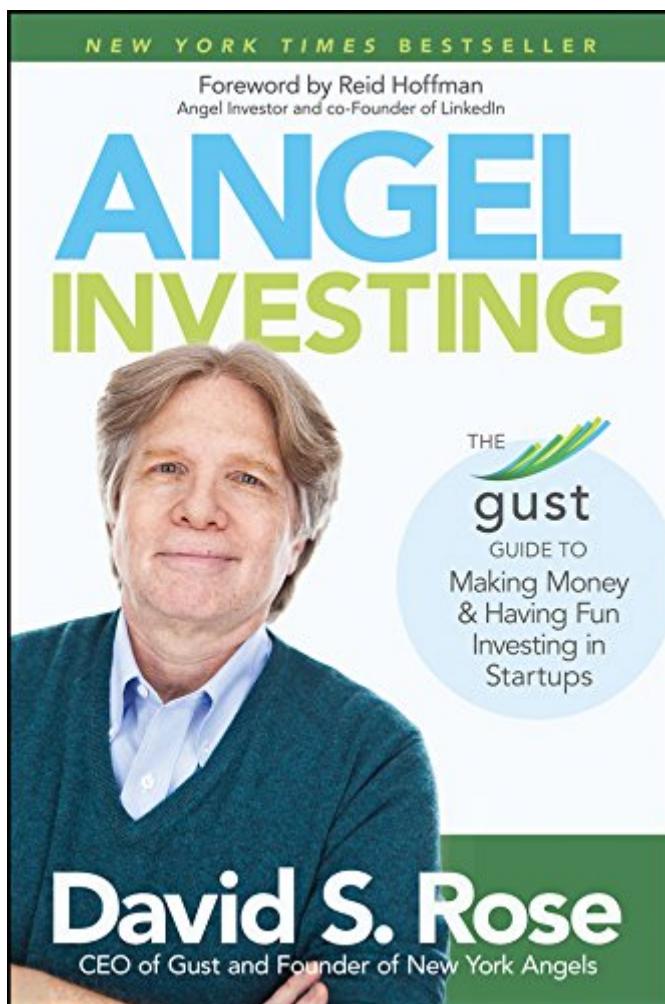


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Angel Investing: The Gust Guide To Making Money And Having Fun Investing In Startups



Synopsis

Achieve annual returns of 25% or more with a well-designed angel portfolio. Written by David S. Rose, the founder of Gust— the global platform that powers the world of organized professional angel investing. Angel Investing is a comprehensive, entertaining guide that walks readers through every step of the way to becoming a successful angel investor. It is illustrated with stories from among the 90+ companies in which David has invested during a 25 year career as one of the world's most active business angels and includes instructions on how to get started, how to find and evaluate opportunities, and how to pursue and structure investments to maximize your returns. From building your reputation as a smart investor, to negotiating fair deals, adding value to your portfolio companies and helping them implement smart exit strategies, David provides both the fundamental strategies and the specific tools you need to take full advantage of this rapidly growing asset class. He details the advantages of joining an angel group, explains how seed and venture funds can help leverage an investor's resources, and reveals how recent regulatory changes and new online platforms are making startup investing accessible to millions of Americans. Making money is no longer about sitting back and reading stock listings, David says. It is now about being part owner of an exciting startup that can be fun and financially rewarding. Angel Investing teaches investors how to carefully select and manage investments, establish a long term view, and approach angel investing as a serious part of an alternative asset portfolio while also enjoying being an integral part of an exciting new venture.

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Customer Reviews

I won this book at an Angle Investor meeting in Seattle. I recommend this book because I have raised money successfully for two start ups. GSR (Oilprice.com) , Orbiter Inc. (Orbiter.com) and still learned a lot. This is a must read for investors and founders as the perspective is from what are market place norms. The book also explains ROI expectations rationally when compared to other standard investments.

As a new Angel Investor, David Rose's book was an invaluable introduction to the world of Angel Investing for me!!! It was extremely comprehensive and provided clear examples & stories to help empower a new angel investor on what to expect from the exciting and potential lucrative world of Angel Investing. -- Jonathan Vivar, Member Investor @ Charleston Angel Partners

great

As a professor (and author and angel investor) who teaches this stuff, I can tell you that, in David's wonderful book, it's all here - the principles, the numbers, and the 'why' and the 'how'. Concise, yet complete, and an engaging read, too. Once you start reading, you won't put it down. If you are looking to read up on angel investing, this is far and away the best book to buy - AND read, cover to cover!

As a person whom works with individuals to help them create wealth, I have found this book to be very eye opening. While my exposure to the venture capital and angel investing areas has been limited, I would recommend this book to anyone with interest in these topics. Very thorough, yet easy to read and understand.

An excellent and well written overview of the angel investing fundamentals. It complements the material on the Gust web site.

This is a great book for anyone pitching to angels or angels looking to invest. Angel investing is certainly no science but this book provides some great methodologies to assist a seed stage investor weigh the risks and potential returns.

I have been angel investing at a very small scale for about 5 years. This book confirmed many of my experiences and assumptions, so was helpful for me to know my approach, concerns etc are consistent with market practice. At the same time, a higher % of the content than I had expected was just an advertisement for the author's business - Gust - without meaningful comparison to alternatives (so of little value).

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