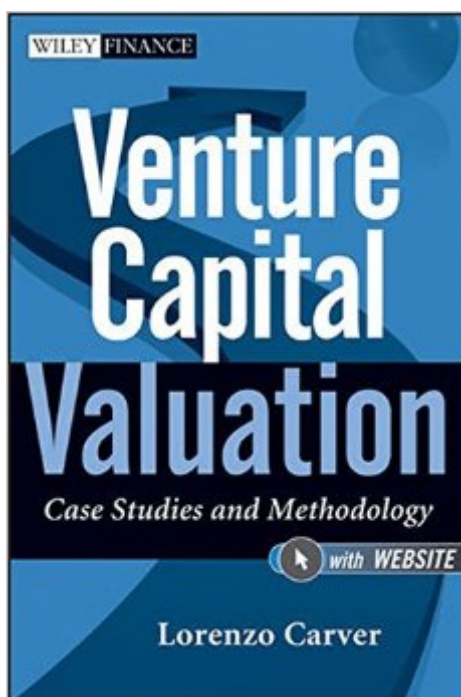


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# Venture Capital Valuation, + Website: Case Studies And Methodology



## Synopsis

Real-world case studies clarify valuation principles to help readers maximize returns. When founders, VCs, angels, attorneys, CFOs, CEOs, and employees don't understand the true meanings of "value" and "valuation," they end up losing money—lots of money. *Venture Capital Valuation* is for anyone involved in a venture capital- or angel-backed private company who wants to get the most out of their investments by controlling one of the few things they can when dealing with high-velocity, risky investments: their understanding of valuation. Lorenzo Carver, author and developer of the #1 selling, award-winning small-business valuation solution software, shares his decades of experience simplifying the high-growth company valuation process for clients in every business sector. Anchored by scores of high-profile examples, *Venture Capital Valuation* deftly illustrates how stakeholders in a given startup or high-growth company could have improved their outcomes by having better information about valuation. Helping readers answer such vital valuation questions as "What's this company worth?" "Is this a fair valuation?" and "Are we leaving too much money on the table?" *Venture Capital Valuation* dissects the valuation profiles of some of today's leading corporations, including: Facebook, Twitter, LinkedIn, Microsoft, Yahoo!, Kayak.com, Zogenix. Plus, interviews with venture-backed company valuation experts Jeff Faust, Josh Cashman, and Joe Orlando. A companion website allows readers to access and download additional material mentioned throughout the text. Don't wait until it's too late. Learn how "value" changes rights to cash flow at every stage of a company's evolution with *Venture Capital Valuation*.

## Book Information

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## Customer Reviews

I've read this book twice in the past year - excellent reference work that goes into the details of how to value a company and why valuations are often misunderstood or plain wrong. If in negotiations with a VC or when raising financing, this book is an absolute must. I'm an entrepreneur who has been "through the war" and this book has been extremely helpful for me. Being able to master the principles in this book will ensure that you are prepared to negotiate or position for better value. One of the greatest values of the book was to read of the pitfalls (of which I've been part) that could easily be avoided by simple means - things that would have saved me \$\$ millions.

Absolutely focused on highly specialized valuation techniques (Black Scholes, Real Options). If it your first approach to the subject you better start with a more introductory alternative book. This book is centered in discussing not the main concepts of valuation but the technicalities that make some methodologies better than other.

This book offers real case illustrations including Microsoft and Facebook. Excellent reference book, don't have to read it from cover to cover if time is limited, go through the examples and illustrations.

Good exmaples, good explanation. if you want to know the real practice in the VC valuation, this is the book you should read.

Helpful as a quick reference guide. Easy to search. Good indexing and easy to read. I purchased the Kindle version.

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