



Venture Management Handbook: An Entrepreneur's Practical Guide to Stock, Finance and Contracts

Cliff Conneighton

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The brand new, highly-acclaimed Venture Management Handbook tells an entrepreneur or the management team of any company how to raise money, avoid trouble and manage to profitability -- even in the post-crash, post-Enron economy. And at the end of the day, make sure there is something left for themselves.

Sample topics include:

- Valuations
- VC terms and preferences
- VC structure – exactly how they make money
- Business plans for you and for VCs
- Accounting 101 for a manager (not an accountant)
- Accurate sales forecasting
- What executives need to know about accounting
- Cash flow forecasting, management and reporting
- Deciding what to measure
- How to work with investment banks
- Protect your precious cash from crafty creditors
- Good vendor contract terms
- Convertible notes and bridge loans
- Borrowing on assets or receivables
- What to do when things start going bad
- Controlled bankruptcy and reorganization
- How to structure sales agreements to ensure you get paid
- How to choose the right lawyer – and get the most from them while paying the least
- Dividing the spoils in a merger or acquisition
- How to avoid employee lawsuits
- When can investors demand their money back?
- Options, warrants, ISOs, your personal income tax
- Revenue recognition – what Enron, Xerox and WorldCom did wrong -- how to stay out of trouble
- Avoid personal responsibility for the debts of your corporation -- if you're not careful, you may NOT have a corporate shield
- and much, much more

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