

Download Secrets of Sand Hill Road free Scott Kuper (PDF, ePub, Mobi)



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 Kuper 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*, Kuper 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. Kuper 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 Kuper'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.

título	:	Secrets of Sand Hill Road
Autor	:	Scott Kuper
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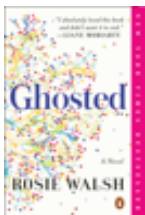
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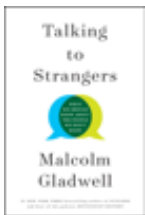
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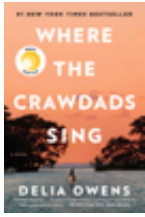
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