

Entrepreneurial Finance

Concepts and Cases

Gina Vega and **Miranda S. Lam**



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First published 2016
by Routledge
711 Third Avenue, New York, NY 10017

and by Routledge
2 Park Square, Milton Park, Abingdon, Oxon OX14 4RN

Routledge is an imprint of the Taylor & Francis Group, an informa business

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Library of Congress Cataloging in Publication Data
A catalog record for this book has been requested

ISBN: 978-1-138-01358-2 (hbk)

ISBN: 978-1-138-01360-5 (pbk)

ISBN: 978-1-315-79516-4 (ebk)

Typeset in Times New Roman
by Cenveo Publisher Services

Entrepreneurial Finance

“Vega and Lam have written a highly readable book, packed with information on the ‘complex’ subject of entrepreneurial finance. Great for students at any level as well as budding entrepreneurs, *Entrepreneurial Finance* discusses recent innovations in small business finance while providing students and starters of new businesses with real cases for ‘hands-on’ practice.”

Lal Chugh,

University of Massachusetts Boston, USA

Entrepreneurial Finance: Concepts and Cases explores issues that are often overlooked in traditional finance textbooks—namely, how to handle the unique financial challenges faced by startups and small businesses.

The book is structured around seven modules or building blocks designed to be taught across a full semester with natural break points built into each chapter within the modules. The building blocks present macro-concepts, which are explored in greater detail in each of the chapters. A starting chapter provides guidance on the use of cases for students and a concluding chapter advises how to win business plan competitions. Each concept is illustrated by a short case, and followed by thoughtful questions to enhance learning. The cases, previously unpublished, are written by an international group of experienced case writers from the field of finance, and deal with real companies, real problems, and currently unfolding issues. A case teaching manual geared to finance in general, and short cases in particular, is provided for the instructor and includes specific tips, techniques, and activities for each case in the text.

Written for upper level undergraduate students of entrepreneurship, this highly accessible book breaks down complex concepts and includes hands-on cases and exercises, making learning a breeze!

Gina Vega owns Organizational Ergonomics, an academic consulting firm. She is professor of management (ret.) at the Bertolon School of Business at Salem State University, USA. She taught classes in entrepreneurship and small business management, organizational behavior, and corporate social responsibility. She is a prolific case writer, having won an Outstanding Case Teaching Award, as well as several Case Mentoring awards from the CASE Association. She is also the founding director of the Center for Entrepreneurial Activity.

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Foreword

Entrepreneurial Finance: Concepts and Cases achieves the delicate balance between theory and practice that is much needed in the field. It bridges the chasm between repackaged corporate finance texts and individual entrepreneurial finance case studies. By pairing concepts and cases in a single volume, Gina Vega and Miranda Lam have created a potent resource. It uses accessible college-appropriate language and includes clear descriptions of concepts.

Gina Vega is widely recognized as an authority in the development and writing of teaching cases. She is editor of *The CASE Journal* and author of *The Case Workbook: A Self-Guided Workshop* as well as of numerous published teaching cases and academic articles. She has taught entrepreneurship and small business management for twenty years. Miranda Lam has been teaching entrepreneurial finance for over a decade and has been editor of *Journal of Business and Economic Studies* and authored numerous academic articles. She is a chartered financial analyst. Among the contributors to the book are experienced case teachers and writers who share interesting stories with provocative financial challenges for students to address.

Entrepreneurial Finance: Concepts and Cases goes beyond conventional coverage for added learning value. It includes the customary chapters on forms on business organization; financing a business; financial statements and analysis; cash and working capital management; forecasting cash flows; pro forma statements; capital budgeting and costs of capital; business valuation; and exit and harvest. However, it also discusses the effective analysis of cases and offers tips for success in business plan competitions, adding value for its readers.

The authors have created continuity and the opportunity to see how various components of entrepreneurial finance fit together through cases and examples. Coos Bay Organic Products, Inc. is the focal point for three case studies, so that students can see the evolution of the financial analysis and financing for a real company. Peace Blossom and Tasty Taco are fictionalized examples based on real companies and are used throughout the text to illustrate key concepts.