

The Classic Handbook for Raising Money for Your New Venture



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Venture Capital Handbook

**An Entrepreneur's Guide
to Raising Venture Capital**

Revised and Updated Edition

DAVID GLADSTONE
LAURA GLADSTONE

VENTURE CAPITAL HANDBOOK

AN ENTREPRENEUR'S GUIDE TO
RAISING VENTURE CAPITAL

UPDATED AND REVISED EDITION

DAVID GLADSTONE

LAURA GLADSTONE



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INTRODUCTION

This book has been great fun to write, and, with this revision, it is ready for another 15-year run. One of the teachers currently using the book in her class calls it a classic. When the book was written almost 20 years ago, there was no indication that *Venture Capital Handbook* would become a classic. But with the tremendous increase in venture capital and the many new and young businesses looking for VC, the book has proved its worth by filling a need for guidance in this field.

The chief strength of the book is that it is a “nuts and bolts” approach on how to raise venture capital. It talks about the process in straight talk without a lot of theory or war stories. It shows the reader how to win the game of raising venture capital.

It has been gratifying to see *Venture Capital Handbook* be so useful to so many entrepreneurs and small business owners. Some entrepreneurs, in letters to the author have claimed to have raised great sums of money using this book. It is wonderful that there are so many business schools that use the book today, and it is gratifying to know that so many people are studying how to raise venture capital. It would be fun to know how many billions of dollars have been raised by venture capital firms by using this book. It would be quite a rush to know exactly how many businesses came into existence because of this book.

We know the book is having an impact because our venture capital friends make snide comments to us about “giving away the secrets of the business.” It seems that we have made it more difficult for them to gain the advantage over the entrepreneur. But we are sure that this book has also made it easier for them to work with some of the entrepreneurs who have read it because the book gives the reader some insight into the world of the venture capitalist.

In this second edition, we have a father–daughter team doing the revision and updating the book for the current times. It has been easy to update the book because so much of the business of raising venture capital has not changed. We both work at a new fund we created called Gladstone Capital Corporation. Our Web page is www.gladstonecapital.com. Come visit our Web page and learn about our fund and more about venture capital.



ACKNOWLEDGMENTS

Many people made this book possible. Most of them are our friends in the venture capital industry, many more are the friendly entrepreneurs with whom we have worked over the years. We wish there were enough pages to list them all here, but if we tried to do that we would most likely miss some. So, we are just going to say thanks to all of you for your help in making this book a success.

Best wishes and good luck with all your investments.



CONTENTS

INTRODUCTION XIX

ACKNOWLEDGMENTS XXI

CHAPTER 1 ANYONE CAN RAISE VENTURE CAPITAL 1

I'LL BACK YOU 3

WHAT IS VENTURE CAPITAL? 5

WHEN DID VENTURE CAPITAL BEGIN? 8

TYPES OF VENTURE CAPITAL 9

PRIVATE LIMITED PARTNERSHIPS 9

PUBLICLY TRADED FUNDS 10

CORPORATE VENTURE CAPITAL 10

ANGEL INVESTORS 12

WHERE CAN YOU FIND VENTURE CAPITAL? 13	
HOW DO VENTURE CAPITAL COMPANIES INVEST IN BUSINESSES? 14	
WHAT TYPES OF BUSINESS DO VCS BACK? 15	
START-UP STAGE OR FIRST-ROUND FINANCINGS 15	
DEVELOPMENT STAGE OR SECOND-ROUND FINANCINGS 16	
EXPANSION STAGE OR THIRD-ROUND FINANCINGS 16	
GROWTH STAGE OR FOURTH-ROUND FINANCINGS 17	
LEVERAGED BUY-OUT FINANCINGS 17	
TURNAROUND SITUATIONS 18	
PUBLIC OFFERINGS 18	
WHICH INDUSTRIES DO VENTURE CAPITALISTS PREFER? 18	
WHAT TYPES OF PRODUCTS OR SERVICES DO VENTURE CAPITALISTS PREFER? 20	
HOW MUCH VENTURE CAPITAL IS AVAILABLE? 22	
OPPORTUNITIES AVAILABLE FOR ENTREPRENEURS 22	
CAN YOU RAISE VENTURE CAPITAL? 23	
HOW MUCH MONEY SHOULD YOU SEEK? 24	
WHAT TYPE OF FUNDS ARE YOU SEEKING? 26	
COMMON STOCK 26	
PREFERRED STOCK 26	
CONVERTIBLE DEBENTURE 27	
LOAN WITH WARRANTS 27	
HOW WILL THE VENTURE CAPITALIST BE INVOLVED? 27	
HOW TO SELECT A VENTURE CAPITAL COMPANY 29	
SHOULD YOU PHONE THE VENTURE FIRM? 30	
OTHER QUESTIONS FOR THE VENTURE CAPITALIST 34	
HOW LONG DOES IT TAKE TO GET THE MONEY? 35	
MYTHS ABOUT VENTURE CAPITAL 37	
MYTH 1 37	
MYTH 2 37	
MYTH 3 38	
MYTH 4 38	

MYTH 5	39
MYTH 6	40
MYTH 7	40
OBJECTIVE	41

CHAPTER 2 SUMMARY PRESENTATION 43

WHAT DOES A SUMMARY LOOK LIKE?	44
WHY IS THE VENTURE CAPITALIST INTERESTED?	46
HOW TO COMPLETE A SUMMARY	47
COMPANY	47
CONTACT	47
TYPE OF BUSINESS	48
BUSINESS SUMMARY	48
MANAGEMENT	48
PRODUCT/SERVICE AND COMPETITION	49
FUNDS REQUESTED	49
COLLATERAL	49
USE OF PROCEEDS	50
FINANCIAL HISTORY	50
FINANCIAL PROJECTIONS	50
EXIT	50
STRUCTURE	51
WHAT KIND OF COVER LETTER IS NEEDED?	51
STRATEGIC USE OF SUMMARY	53
ANOTHER KIND OF VENTURE CAPITAL 54	
WHAT MAKES IT EXCITING?	56
PERSPECTIVE FOR YOUR SUMMARY	57
WHAT DO VENTURE CAPITALISTS THINK ABOUT SUMMARIES?	58
CONFIDENTIALITY OF YOUR GREAT IDEA	59
OBJECTIVE	60

CHAPTER 3 THE PROPOSAL 61

SHOULD YOU USE A BROKER OR CONSULTANT?	63
MOST IMPORTANT QUALITY OF A BUSINESS PROPOSAL	64
PART 1: SUMMARY	66
PART 2: BUSINESS AND ITS FUTURE	66

PART 3: THE MANAGEMENT	76
PART 4: DESCRIPTION OF THE FINANCING	79
PART 5: RISK FACTORS	83
PART 6: RETURN ON INVESTMENT AND EXIT	85
PART 7: ANALYSIS OF OPERATIONS AND PROJECTIONS	86
PART 8: ATTACHMENT: FINANCIAL STATEMENTS	88
PART 9: ATTACHMENT: FINANCIAL PROJECTIONS	89
PART 10: PRODUCT LITERATURE, BROCHURES, ARTICLES, AND PICTURES	90
DO YOU REALLY NEED ALL OF THIS?	90
WHAT IS THE VENTURE CAPITALIST REALLY LOOKING FOR?	91
UNIQUENESS	91
MANAGEMENT	91
PROJECTIONS	92
EXIT	93
HOW TO PACKAGE YOUR PROPOSAL	93
COPIES	94
STYLE OF TYPE	94
GRAPHS AND PICTURES	94
COPYING ARTICLES	95
COVER	95
BINDING	95
HOW MANY VENTURE CAPITALISTS SHOULD BE CONTACTED?	96
SYNDICATIONS	98
OBJECTIVE	100

CHAPTER 4 A THOUSAND QUESTIONS 101

WHAT ARE THE MAJOR QUESTIONS?	102
UNIQUENESS	102
MANAGEMENT TEAM	103
PROJECTIONS AND RETURN ON INVESTMENT	104
EXIT	105
BUSINESS PROPOSAL QUESTIONS	105
PART 1: SUMMARY	106
PART 2: BUSINESS AND ITS FUTURE	106
PART 3: MANAGEMENT	117

PART 4: DESCRIPTION OF THE FINANCING	122
PART 5: RISK FACTORS	127
PART 6: RETURN ON INVESTMENT AND EXIT	131
PART 7: ANALYSIS OF OPERATIONS AND PROJECTIONS	133
PART 8: FINANCIAL STATEMENTS	134
PART 9: FINANCIAL PROJECTIONS	135
PART 10: PRODUCT LITERATURE, BROCHURES, ARTICLES, AND PICTURES	135
OTHER INFORMATION THE VENTURE CAPITALIST WILL NEED	136
REFERENCES ON THE BUSINESS	136
REFERENCES ON KEY EMPLOYEES	136
BANKERS, LAWYERS, ACCOUNTANTS, AND CONSULTANTS	136
LARGEST SUPPLIERS	137
LARGEST PURCHASERS	137
BACKLOG	137
AGING OF ACCOUNTS RECEIVABLE	138
AGING OF ACCOUNTS PAYABLE	138
DEBTS AND TERMS SUMMARIZED	138
LEASES	138
TAX RETURNS	139
OTHER GOVERNMENT DATA	139
UNION CONTRACT	139
PERSONAL FINANCIAL STATEMENTS	139
LONG RESUME	139
WILL THE VENTURE CAPITALIST ASK ALL THESE QUESTIONS?	140
OBJECTIVE	140

CHAPTER 5 MEETINGS AND NEGOTIATIONS 141

THE OFFICE OF THE VENTURE CAPITALIST	142
WHAT DO VENTURE CAPITALISTS LOOK LIKE?	142
HOW LONG WILL THE MEETING LAST?	143
WHAT IS THE OBJECT OF THE MEETING?	144
WHAT HAPPENS IN A TYPICAL MEETING WITH A VENTURE CAPITALIST?	145

**WHAT TYPE OF PRESENTATION SHOULD BE
MADE? 146**

**WHAT IS THE PRIMARY CHARACTERISTIC THE
VENTURE CAPITALIST IS SEEKING IN AN
ENTREPRENEUR? 147**

**WHAT ARE THE OTHER CHARACTERISTICS OF
THE ENTREPRENEUR? 148**

HONESTY 148

DESIRE TO WIN 149

ENERGY 149

INTELLIGENCE 150

KNOWLEDGE 150

LEADERSHIP 151

CREATIVITY 151

KNOW YOUR STUFF 152

**THINGS YOU DO NOT SAY TO THE VENTURE
CAPITALIST 153**

BIG PLANS 153

MAKE MONEY 154

HONESTY 155

THINGS NOT TO DO IN THE MEETING 156

**DO NOT AVOID ANSWERING QUESTIONS AND DO NOT
GIVE VAGUE ANSWERS 157**

DO NOT HIDE SIGNIFICANT PROBLEMS 157

**DO NOT BRING YOUR LAWYER TO THE
NEGOTIATIONS 158**

DO NOT PRESS FOR AN IMMEDIATE DECISION 158

DO NOT BE RIGID IN PRICING 159

**HOW TO NEGOTIATE IN THE FIRST OR
SUBSEQUENT MEETINGS 159**

HOW TO CUT THE DEAL 161

OWNERSHIP BY THE VENTURE CAPITALIST 162

**HOW DO VENTURE CAPITALISTS PRICE
INVESTMENTS? 163**

ENTREPRENEUR'S INVESTMENT 164

UPSIDE POTENTIAL 165

DOWNSIDE RISK 169

ADDITIONAL FUNDS 172

PUBLIC OFFERING OR EXIT 173

AFTER THE NEGOTIATIONS 175

OBJECTIVE 175

CHAPTER 6 THE COMMITMENT LETTER 177

COMMITMENT LETTERS 179**WHAT IS IN THE COMMITMENT LETTER? 180****SECTION 1: TERMS OF THE INVESTMENT 181****SECTION 2: COLLATERAL AND SECURITY 186****SECTION 3: CONDITIONS OF THE INVESTMENT 188****SECTION 4: REPRESENTATIONS 194****SECTION 5: CONDITIONS OF COMMITMENT 198****COMMENTS ON THE COMMITMENT LETTER 200****WHAT IS AN INVESTMENT MEMORANDUM OR
TERM SHEET? 201****SECTION 1: TERM OF THE INVESTMENT 201****SECTION 2: COLLATERAL AND SECURITY 202****SECTION 3: CONDITIONS OF THE INVESTMENT 203****SECTION 4: REPRESENTATIONS 204****SECTION 5: CONDITIONS OF THE COMMITMENT 206****CONSULTING AGREEMENT 206****VOTING TRUST 207****NONLEGAL COMMITMENT LETTER 208****ARGUING OVER MINOR POINTS 209****ITEMS YOU SHOULD NOT SIGN IN THE
COMMITMENT LETTER 209****OBJECTIVE 210**

CHAPTER 7 DUE DILIGENCE 211

**WHAT TO EXPECT FROM A VISIT TO YOUR
BUSINESS 212****HOW TO GIVE A GOOD COOK'S TOUR 212****ADDITIONAL QUESTIONS ABOUT THE PROPOSAL 215****ADDITIONAL QUESTIONS ABOUT THE BUSINESS 216****ADDITIONAL QUESTIONS ABOUT MANAGEMENT 217****INVESTIGATING THE INDIVIDUALS 219****VENTURE CAPITALISTS ARE PARANOID 220****OTHER ASPECTS OF THE****BACKGROUND CHECK 222****DO THEY HAVE A TEST FOR****ENTREPRENEURS? 223****EXPERIENCE IS THE WATCHWORD 224**

INVESTIGATING THE ENTREPRENEUR AND THE TEAM	226
QUESTIONS FOR OTHER PEOPLE IN THE ORGANIZATION	227
INVESTIGATING THE BUSINESS, THE PRODUCT, AND THE INDUSTRY	228
INDUSTRY STUDY	229
UNIQUENESS OF THE PRODUCT	230
QUESTIONS FOR BUSINESS REFERENCES	232
WHEN THE VENTURE FIRM FINDS SOMETHING WRONG	237
QUESTIONS FOR THE VENTURE CAPITALIST	238
QUESTION ONE—MONEY TO INVEST	238
QUESTION TWO—REVIEW OF PROPOSAL	239
QUESTION THREE—AVAILABLE TIME	239
QUESTION FOUR—INTEREST IN THE INDUSTRY	239
QUESTION FIVE—OTHER VENTURE FIRMS TO CONTACT	240
BACKGROUND INFORMATION ON THE VENTURE CAPITAL COMPANY	240
TIMING QUESTIONS FOR THE VENTURE CAPITALIST	242
OBJECTIVE	242

CHAPTER 8 THE CLOSING 243

FIRST CLOSING: LEGAL DOCUMENTS FOR LOANS WITH OPTIONS	244
DOCUMENT ONE: THE LOAN AGREEMENT	245
DOCUMENT TWO IN THE FIRST CLOSING: THE NOTE	252
DOCUMENT THREE IN THE FIRST CLOSING: THE STOCK PURCHASE OPTION	252
OTHER DOCUMENTS: EXHIBITS	253
SIMPLE IS GOOD	254
UNETHICAL VENTURE CAPITALIST	254
SECOND CLOSING: LEGAL DOCUMENTS FOR THE PURCHASE OF PREFERRED STOCK	255
STOCK PURCHASE AGREEMENT	256
STOCK CERTIFICATE	258

LAWYERS AS BUSINESSPEOPLE	259
EXPERIENCED LAWYERS ARE BEST	260
LEGAL FEES KEEP GOING UP	260
HOW LAWYERS RUN UP YOUR LEGAL BILL	262
DISAGREE ON LEGAL POINTS	262
REWRITE SECTIONS	262
RESEARCH POINTS OF LAW	263
LEGAL STYLE	263
ARGUMENTS	263
QUESTIONABLE LEGAL PRACTICES	264
SYNDICATIONS AND LAWYERS	265
THE CLOSING: A MOMENT OF TRUTH	266
CLOSING FEES THAT YOU PAY	266
WHAT TO REMEMBER ABOUT LAWYERS	267
OBJECTIVE	268

CHAPTER 9 WORKING TOGETHER 271

MAJOR POLICY DECISIONS SHOULD BE JOINT ONES	273
MONTHLY FINANCIALS	274
WEEKLY CASH FLOW USES AND FORECAST OF USES	275
A MONTHLY REPORT IS MANDATORY	276
HOLD BOARD OR INVESTOR MEETINGS AT LEAST MONTHLY	277
OTHER DISCUSSION ITEMS FOR THE VENTURE CAPITALIST	278
YOU ARE BUILDING CONFIDENCE	280
WARNING SIGNALS TO THE VENTURE CAPITALIST	280
LATE PAYMENTS	281
LOSSES	281
LATE FINANCIAL REPORTS	282
POOR FINANCIAL REPORTS	282
LARGE CHANGES IN YOUR BALANCE SHEET	282
UNAVAILABLE ENTREPRENEUR	283
LARGE THEFTS	283
MAJOR ADJUSTMENTS IN FIGURES	283

WHY ENTREPRENEURS HAVE FINANCIAL PROBLEMS 284**THE FINANCIAL CONTROL PROBLEM 284****THE UNDERCAPITALIZATION PROBLEM 285****WHY ENTREPRENEURS HAVE PEOPLE PROBLEMS 286****POOR JOB DEFINITION 286****POOR SELECTION PROCESS 286****POOR INCENTIVES TO MANAGEMENT 287****POOR REVIEW PROGRAM 287****POOR DEVELOPMENT PROGRAM 287****THE PROTEAN ENTREPRENEUR 288****PROBLEM SOLVERS 288****ABLE TO GROW PERSONALLY 289****SET INTERNAL GOALS 289****UNDERSTAND DOWNSIDE RISK 289****REHEARSE COMING ACTIONS 290****WHEN YOU HAVE PROBLEMS 290****ANALYSIS OF THE SITUATION 291****WHAT THE VENTURE CAPITALIST WILL DO 292****1. FIX THE PROBLEM 293****2. SELL THE BUSINESS 294****3. FORECLOSURE 294****4. BANKRUPTCY 295****5. LIQUIDATE 296****TEN THINGS NOT TO SAY 296****SECRET OF A SUCCESSFUL RELATIONSHIP 302****VENTURE CAPITALIST AS BOARD MEMBER 304****DEGREE OF INVOLVEMENT BY THE VENTURE CAPITALIST 305****AMOUNT INVESTED 305****NEED FOR ASSISTANCE 305****MANAGEMENT'S WILLINGNESS TO ACCEPT ADVICE 306****EXPERIENCE IN CERTAIN AREAS 306****LEAD INVESTOR 306****DISTRESS OF COMPANY 306****RELATIONSHIP WITH ENTREPRENEUR 307****TIME AVAILABILITY 307****VENTURE CAPITALIST'S OBJECTIVES 307****OBJECTIVE 308**

CHAPTER 10 THE EXIT 309

IT'S ALL A MATTER OF PRICE 311

FIRST METHOD: GOING PUBLIC 311

WHEN TO GO PUBLIC 312

WHY YOU SHOULD HAVE A PUBLIC OFFERING 313

WHY YOU SHOULD NOT HAVE A PUBLIC
OFFERING 314

UNDERWRITER'S FEES AND THE PUBLIC OFFERING 315

SELECTION OF A BROKERAGE HOUSE FOR THE
PUBLIC OFFERING 316

SECOND METHOD: PURCHASE BY THE COMPANY OR ENTREPRENEUR 317

PURCHASE BY EMPLOYEE'S STOCK OWNERSHIP TRUST 318

EXIT BY PUTS AND CALLS 319

1. PRICE/EARNINGS RATIO 319

2. BOOK VALUE 320

3. PERCENTAGE OF SALES 320

4. MULTIPLE OF CASH FLOW 321

5. MULTIPLE OF SALES 321

6. APPRAISED VALUE 322

7. PREARRANGED CASH AMOUNT 323

THIRD METHOD: SALE OF THE COMPANY TO ANOTHER COMPANY 324

SELLING STOCK FOR CASH 324

SELLING STOCK FOR NOTES 324

SELLING STOCK FOR STOCK 325

SELLING ASSETS FOR CASH 326

SELLING ASSETS FOR NOTES 326

SELLING ASSETS FOR STOCK 327

OTHER FORMS OF PAYMENT 327

NEGOTIATING THE SALE OF YOUR COMPANY 329

BUY-SELL ARRANGEMENT 330

FOURTH METHOD: FINDING A NEW INVESTOR 331

CORPORATE PARTNERS 331

NEW VENTURE CAPITAL PARTNER 333

FIFTH METHOD: LIQUIDATION OF THE COMPANY 333

NEGOTIATING WITH THE VENTURE CAPITALIST 335

OBJECTIVE 335