



# 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

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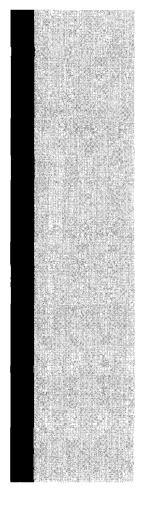
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## INTRODUCTION

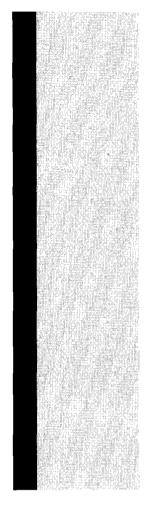
This book has been great fun to write, and, with this revision, it is ready for another 15-year run. One of the teachers currently using the book in her class calls it a classic. When the book was written almost 20 years ago, there was no indication that *Venture Capital Handbook* would become a classic. 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.

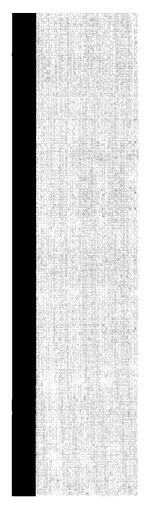
In this second edition, we have a father-daughter team doing the revision and updating the book for the current times. It has been easy to update the book because so much of the business of raising venture capital has not changed. We both work at a new fund we created called Gladstone Capital Corporation. 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

BE E HTYM

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

STRUCTURE 51

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

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

DBJECTIVE 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 B: 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 DBJECT 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 Rigio 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

DBJECTIVE 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
DBJECTIVE 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 UNDERGAPITALIZATION 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

DBJECTIVE 308

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

#### 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

DELLING ASSETS FOR DIOCK UZ

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

DBJECTIVE 335