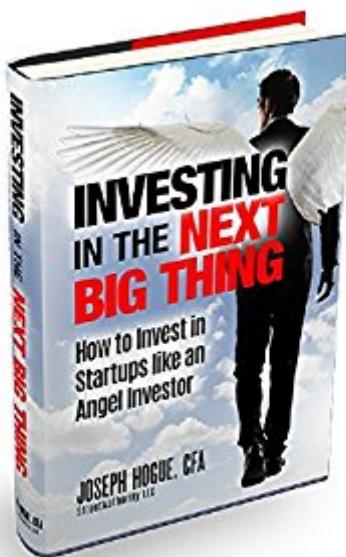


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Investing In The Next Big Thing: How To Invest In Startups And Equity Crowdfunding Like An Angel Investor



Synopsis

There's a Secret World of Investing Controlled by Angel Investors and Venture CapitalOne investment has been the secret of the wealthy for more than 80 years. It accounts for nearly a fifth of the wealth for million-dollar investors and nearly four-times the return compared to stocks. For more than eight decades, anyone with less than a million dollars was locked out of this investment. Government regulators reasoned that investors like you and me weren't smart enough to handle the high risk and higher return. That all changed in 2016, when for the first time in a century investment in startup companies became open to everyone. Investing in startups has led to an average 27% return for wealthy investors, nearly four times the average 7.4% annual return on stocks over the decade to 2013. When asked where they invested their money, investors with an average of \$7.6 million told BNP Wealth Management those alternative investments like venture capital and startups were their second-largest investment after their own business. But the government is right in that the risks are high for startup investors. A study by Willamette University of 1,200 investments by angel investors found that more than half of startups fail to return even the original investment. Just a fraction of those investments accounted for the vast majority of gains. But those gains in startup investing can be spectacular. Consider Peter Thiel's 2004 investment of \$500,000 in Facebook as its first outside investor. Most of us weren't able to invest in the social media giant until it went public in 2012. By then, Thiel had already made \$1.7 billion for a 340,000% return on his investment. Welcome to the World of Startup Investing and Equity Crowdfunding! I've spent nearly a decade analyzing startup investments for venture capital firms and angel investors. I set up the research department for one venture capital investor and managed a team of six analysts, pouring over pitch material and market research to find the best startups in which to invest. When equity crowdfunding became popular in 2012, I knew it held the potential to break the 80-year ban on startup investing for everyday investors. I refined my proven methodology for venture capital investing and waited for the law to be changed. Investing in startups is like nothing you've ever seen in the stock market. These companies aren't covered by analysts, and you won't find a P/E value on Yahoo Finance. You won't hear other venture capital investors or angel investors sharing their process or picks on TV either. They don't want you stealing those 27% annual returns. That's what this book is all about, using a process I have developed over years as a venture capital analyst to avoid the risks in startup investing and find the best deals. It's not an easy process. It involves research and strategic planning on your part. I'm ready to share it with you if you're ready for the challenge. In this book you'll learn: My quick checklist of what to look for in a startup to weed out the losers before wasting your time on valuation

(Page 53)The process I use to value startup companies for venture capital firms, including how to research the market and understanding deal terms (Page 63)Three different valuation methods I use with every deal that gives me more certainty in the upside (Page 83)A startup investing strategy that puts your money in the best deals and avoids chasing the losers. (Page 107)Tired of being stuck with roller-coaster risk in the stock market and mediocre returns? If you want in on the investments that make angel investors and venture capital firms billions of dollars, scroll back up and click buy now.

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Customer Reviews

Every survey of angel investors reports that they wish they had done more due diligence before investing in a startup. Now that the SEC has finally worked out the crowdfunding provisions of the JOBS Act, you can start investing like an angel-- and this book has the toolbox. Joseph Hogue explains how crowdfunding works. He uses his years of VC analysis to help you filter out the noise to find a good pitch, research the idea and the founders, and analyze the financials. From there you'll learn how to assess the startup's opportunities and its weaknesses. Best of all, you'll figure

out how to diversify among various startup industries and learn when to invest more in subsequent rounds. You'll also learn which types of deals will match your skills and preferences as part of your overall investing strategy. I wish this book had been out when I started angel investing, and it will help thousands of crowdfunding investors. Now it's my new reference manual for my next due diligence research.

A clearly written "how to" manual for the next big thing in investing. The opportunities here are huge, and Hogue explains how to best take advantage of them without sugar-coating the risks. If you're nervous about the lofty valuations in the stock market, investing in startups before they go public can provide a good hedge -- but you have to know the ground rules. This primer explains equity crowdfunding in detail and shows you how to increase your chances of success.

Startup investing book for beginners and experienced investors I was surprised at the detail in the book, especially in the process to value a startup for investment. I've invested in stocks and bonds for decades but have never gotten into angel investing. The book is more than just an overview for new equity crowdfunding investors but a complete guide in how to evaluate startups and management. Since becoming interested in equity crowdfunding, I've looked at other analyst reports and startup investing books. None of them have come close to the detail provided in this book. Many of the other crowdfunding investing books don't even offer ways to put a valuation on startups, instead only talking about general concepts. It's obvious the author is writing from a long experience in analyzing these deals.

Investing in the Next Big Thing is a deeply insightful tour through the brave new world of Equity Crowdfunding. As this investment asset class grows in size and importance, this book is a must-read primer for anyone who is interested in putting their hard-earned money to work in pre-IPO companies. As Joseph Hogue, CFA, stresses in the book, the risks are high for these investments, but the rewards can be even higher if you know where to look. I especially liked his section on "How to Analyze Equity Crowdfunding Deals

As an older guy looking somewhere to put my money, I was always scared of doing something new or out of the norm. It is hard to go against what you have been told all your life. "Put it in a fund" or "buy real estate." Well, I am interested in a little bit more. This book helps put things into perspective for a new investor. Some of the things that seem pretty basic for many are new for me and I feel like

I have a much better understanding now of how I can invest in new things. Give it a read and I bet you will learn a few things ;) This also gives me some ideas about opening another business and getting investors. :)

Excellent book on the subject! I highly recommend it.

Great read, enjoyed the book and it was very enlightening. I recommend his book to all interested in the subject.

Explained this new type of investing in excellent easy-to-use detail. An enjoyable discussion of the risks and reward potential in equity experiencing.

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