

Gone are the days when venture capital groups poured millions into every “next big thing.” Competition is fierce, and only the most viable businesses and expert fundraising will reap the capital necessary to drive continuous growth. Packed with tools for building business plans, preparing loan proposals, drafting offering materials, and more, Raising Capital covers every phase of the growth cycle and helps readers navigate the murky waters of capital formation. Containing checklists, charts, and sample forms, the third edition provides insights on the latest trends in the domestic and global capital markets, an overview of recent developments in federal and state securities laws, and strategies for borrowing money from commercial banks in today’s credit-tightened markets. Whether one’s business is a fledgling start-up, a rapid growth company, or a more established organization, this insider’s guide offers readers the strategies they need to take their business to the next level.

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window.ue_csm.cel_widgets = [ { id: detail-bullets }, { id: featurebullets_feature_div }, { id: summaryContainer }, { s: #revMHRL > DIV , id_gen: function(elem, index) { return custRev + (index + 1); } }, { id: sims_fbt }, { id: purchase-sims-feature }, { id: session-sims-feature }, { id: quickPromoBucketContent }, { id: productDescription }, { id: technicalSpecifications_feature_div }, { id: prodDetails }, { id: related_ads }, { id: technical-data }, { id: tagging_lazy_load_div }, { id: consumption-sims }, { id: moreBuyingChoices_feature_div }, { id: product-ads-feedback_feature_div }, { id: DAcrt }, { id: vtpsims }, { c: celwidget }, { id: fallbacksessionShvl }, { id: rhf }, { id: unifiedLocationPopoverSelections } ];
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(function(a){ var b=document.ue_backdetect;b&&b.ue_back&&a.ue&&(a.ue.bfini=b.ue_back.value);a.uet&&a.uet(be);a.onLdEnd&&(window.addEventListener?window.addEventListener(load,a.onLdEnd,!1):window.attachEvent&&window.attachEvent(onload,a.onLdEnd));a.ueh&&a.ueh(0,window,load,a.onLd,1);a.ue&&a.ue.tag&&(a.ue_furl&&a.ue_furl.split?(b=a.ue_furl.split())&&b[0]&&a.ue.tag(b[0]):a.ue.tag(nofls)))(ue_csm); var ue_pty=Detail, ue_spty=Glance, ue_pti=0814417035; v (function(g,h){ function d(a,d){ var b={};if(!e !f)try{ var c=h.sessionStorage;c?a&&(undefined!==(typeof d?c.setItem(a,d):b.val=c.getItem(a)):f=1 }catch(g){ e=1 }e&&(b.e=1);return b }var b=g.ue {},a=f,e,c,a=d(csmtid);f?a=NA:a.e?a=ET:(a=a.val,a (a=b.oid NI,d(csmtid,a)),c=d(b.oid),c.e (c.val=c.val 0,d(b.oid,c.val+1)),b.ssw=d);b.tabid=a})(ue_csm,window); (function(b,c){ var a=c.images;a&&a.length&&b.ue.count(totalImages,a.length)})(ue_csm,document); (function(m,h){ function I(a){ if(a)return a.replace(/^//s+ //s+$/g,)} function x(a,e){ if(!a)return {};a.m&&a.m[k]&&(a=a.m);var b=e.m e[k] ,b=a.m&&a.m[k]?b+a.m[k]:a.m&&a.m.target&&a.m.target.tagName?b+(Error handler invoked by +a.m.target.tagName+ tag):a.m?b+a.m:a[k]?b+a[k]:b+Unknown error,b={ m:b,f:a.f a.sourceURL a.fileName a.filename a.m&&a.m.target&&a.m.target.src,l:a.l a.line a.lineno a.lineNumber,c:a.c?+a.c:a.c,s:[],t:m.ue.d(),name:a.name,type:a.type,csm:J+ +(a.fromOnError?onerror: ueLogError)},d,c,g=0,f=0,n;c=h.location;d=a.stack (a.err?a.err.stack:);b[y]=e[y] c&&c.href missing;b[p]=e[p] z;(c=e[q])&&(b[q]=+c);m.ue_ld_err&&h.performance&&h.performance.timing&&(c=h.performance.timing,f=window.performance&&window.performance.now&&window.performance.timing?window.performance.now()+window.performance.timing.navigationStart:+new Date,b.ld=0l.mx)}{ l.ec++;l.ter.push(a);e=e {} ;var b=a[p] e[p];e[p]=b;e[q]=a[q] e[q];b&&b!=z l.ecf++;w(a, e) } }function w(a,e){ if(a){ var b=x(a,e),d=e.channel M;if(ue.log.isStub&&h[u]&&h[u][v]){ var c={};c[d]=b;try{ var g=h[u][v]({ rid:ue.rid,sid:m.ue_sid,mid:m.ue_mid,sn:m.ue_sn,reqs:[c]}),f=h1,n;if(n!=(f[D]&&f[D](E,g))){ var l;if(h[F]){ var k=new h[F];k.onerror=s;k.ontimeout=s;k.onprogress=s;k.onload=s;k.timeout=0;l=k }else{ var
```

```
p;if(h[G]){var q=new h[G];p=withCredentialsin q?q:void 0}else p=void
0;l=p}n=1;if(d=n){d.open(POST,E,!0);if(d[H])d[H](Content-type,text/plain);d.send(g)}catch
(r){}}else m.ue.log(b,d,{nb:1});if(!a.fromOnError){g=h.console { };d=g.error g.log
s;c=h[u];f=Error logged with the Track&Report JS errors
API(http://tiny/1covqr6l8/wamazindeClieUserJava):
;if(c&&c[v])try{f+=c[v](b)}catch(t){f+=no info provided; converting to string failed}else
f+=b.m;d.apply(g,[f,b])}}var
G=XMLHttpRequest,F=XDomainRequest,N=navigator,D=sendBeacon,v=stringify,u=JSON,p
=logLevel,q=attribution,y=pageURL,r=skipTrace,H=setRequestHeader,k=message,s=function
(){},E=//+m.ue_furl+ /1/batch/1/OE/,l=m.ue_err,M=m.ue_err_chan
jserr,z=FATAL,J=v6,A=20,t=256,L=RegExp( (?([ ^ s ]*):( d+): d+ )?.split(
).join(String.fromCharCode(92))),K=/.*@(.*):(//d*);x[r]=1;C[r]=1;w[r]=1;(function(){for(var
a,e=0;e (function(c,d){var b=c.ue,a=d.navigator;b&&b.tag&&a&&(a=a.connection
a.mozConnection
a.webkitConnection)&&a.type&&b.tag(netInfo:+a.type)})(ue_csm>window);
(function(c,d){function g(a,b){for(var c=[],d=0;d ue_csm.ue.exec(function(d,e,a){function
b(a,b){return{name:a,getFeatureValue:function(){return void 0!==(b 0)}}function
h(a,b,c){return{name:a,getFeatureValue:function(){return b===c 0}}function
g(a,b){return{name:a,getFeatureValue:function(){for(var a=0;a ue._bf.modules.push(
ue._bf.mpm(cc_ie5, 1) ) ue._bf.modules.push( ue._bf.mpm(cc_ie6, 1) )
ue._bf.modules.push( ue._bf.mpm(cc_ie7, 1) ) ue._bf.modules.push( ue._bf.mpm(cc_ie8, 1)
) ue._bf.modules.push( ue._bf.mpm(cc_ie9, 1) ) (function(g,b,h){function c(){var
a;a=h.cookie.match(/session-id=([/w//-/]+)/);a=null!==(a?[1]:null);var
b=ue_sid,c;c=Date.now?Date.now():(new Date).getTime();d[a]
(e.log({k:k,t:c,nsid:a,osid:b}),f),d[a]=1)}var
k=sbk,f=csm;b=b.navigator.cookieEnabled?!0:!1;var
e=g.ue,d={};e.log({k:cinf,enbl:b},f);b&&ue_sid&&(d[ue_sid]=1,e.attach(beforeunload,c),setI
nterval(c,1E3)))(ue_csm>window,document); ue_csm.ue.exec(function(e,f){var a=e.ue
{ },b=a._wlo,d;if(a.ssw){d=a.ssw(CSM_previousURL).val;var
c=f.location,b=b?b:c&&c.href?c.href.split(#)[0]:void 0;c=(b
)===a.ssw(CSM_previousURL).val;!c&&b&&a.ssw(CSM_previousURL,b);d=c?reload:d?int
rapage-transition:first-view}else d=unknown;a._nt=d},NavTypeModule)(ue_csm>window);
var ue_mbl=ue_csm.ue.exec(function(e,a){function k(f){b=f
{ };a.AMZNPerformance=b;b.transition=b.transition { };b.timing=b.timing
{ };if((f=a.webclient&&function===typeof
webclient.getRealClickTime?a.cordova&&a.cordova.platformId&&ios===cordova.platformId?
!1:!0:!1)&&b.tags instanceof Array){var c;c=-1!=b.tags.indexOf(usesAppStartTime)
b.transition.type?!b.transition.type&&-1
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