



Venture Capital Valuation: Case Studies and Methodology (Wiley Finance)

Lorenzo Carver

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Real-world case studies clarify valuation principles to help readers maximize returns

When founders, VCs, angels, attorneys, CFOs, CEOs, and employees don't understand the true meanings of "value" and "valuation," they end up losing money—lots of money. Venture Capital Valuation is for anyone involved in a venture capital- or angel-backed private company who wants to get the most out of their investments by controlling one of the few things they can when dealing with high-velocity, risky investments: their understanding of valuation.

Lorenzo Carver, author and developer of the #1 selling, award-winning small-business valuation solution software, shares his decades of experience simplifying the high-growth company valuation process for clients in every business sector. Anchored by scores of high-profile examples, Venture Capital Valuation deftly illustrates how stakeholders in a given startup or high-growth company could have improved their outcomes by having better information about valuation.

Helping readers answer such vital valuation questions as "What's this company worth?" "Is this a fair valuation?" and "Are we leaving too much money on the table?" Venture Capital Valuation dissects the valuation profiles of some of today's leading corporations, including:

- Facebook
- Twitter
- LinkedIn
- Microsoft
- Yahoo!
- Kayak.com
- Zogenix
- Plus, interviews with venture-backed company valuation experts Jeff Faust, Josh Cashman, and Joe Orlando

A companion website allows readers to access and download additional material mentioned throughout the text.

Don't wait until it's too late. Learn how "value" changes rights to cash flow at every stage of a company's evolution with Venture Capital Valuation.

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