



Startup Wealth: How the Best Angel Investors Make Money in Startups

By Josh Maher

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Startup Wealth: How the Best Angel Investors Make Money in Startups?

Startup investors are achieving 20%, 40%, and higher rates of return. Whether you're investing in early-stage companies, raising capital for your startup, or just interested in how angel investors really approach investing in startups, Startup Wealth will unravel the mystery surrounding startup capital.

Startup Wealth delivers engaging interviews with early-stage investors in Google, Invisalign, ZipCar, Uber, Twilio, Localytics, and other successful and not so successful companies. Find out how an amazing IPO can result in early investors getting pennies on the dollar--or a 10x+ return.?

Josh Maher profiles 23 of the country's best investors over the last two decades by way of real-world case studies. Through revealing interviews, readers are introduced to Mark Suster, Catherine Mott, Christopher Mirabile, Brad Feld, Allan May, Joanne Wilson, and many other accomplished angel investors and venture capitalists. In these interviews you'll learn:?

- * How entrepreneurs can identify the right type of investor for their business
- * What different types of angel and venture investors look for in startups and how they do or don't add value
- * How the best investors think about identifying companies, negotiating terms, and partnering with founders and other investors
- * How angel investing can involve many different successful approaches
- * What the best investors have learned from their largest successes and failures
- * How investors design their portfolios and work with companies to achieve the most successful results.?

Startup Wealth is an insightful and useful tool for anyone seeking to make better investments, select great investors, or raise early-stage capital for their business.

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Editorial Review

Review

"There is nothing better when it comes to learning 'best practices' than hearing from successful people in the trenches. Josh's book captures the best of the best, as they reveal both what worked and what didn't for them as angel investors and entrepreneurs. Required reading whatever side of the investing fence you're on!" -- Gerry Langelier, Managing Director at OVP Venture Partners. Co-founder of Mentor Graphics (NASDAQ: MENT). Author of The Success Matrix and Take the Money and Run! An Insider's Guide to Venture Capital.

"This should be required reading for all new angel investors. Josh captures the nuances that experienced investors only learn from decades of investing." -Randy Williams, Founder & CEO Keiretsu Forum, The World's Largest Angel Investor Network

"Adding Startup Wealth to your library of angel investing books is a guaranteed way to gain fresh insights and perspectives on the art of angel investing." -Susan L. Preston, Author of Angel Financing for Entrepreneurs, Co-Chair - Angel Resource Institute, Chair - ARI: Women First Enterprise, Manager - Seattle Angel Fund

"Josh Maher's stated purpose is to help readers become successful angel investors, paying those who read the book the compliment of expecting them to realize nothing is simple, excepting perhaps luck. His method was to ask his colleagues across the country an almost standard set of questions about their beliefs and practices, setting the scene for the reader to find a sound point of departure to develop their own way to deal with the realities of investing in opportunities at the early, early stages. Purpose achieved.

As a Founding Director of Ottawa's Capital Angel Network, my take is that wisdom would be to buy, read and reflect before making your first angel investment or joining an angel group. Failing that, buy and reflect before making your next investment. Executive Directors of angel groups would serve their members well to make a present of the book to anyone seeking to join along with inviting them to have a look at an event.

Entrepreneurs seeking funds from angels would benefit greatly from realizing the extent of the diversity of views and methods among this source of funds and "qualifying" angels accordingly to their fit with the particular opportunity they offer. Despite diversity, the common element is a favorable assessment of the team, particularly the CEO, a highly idiosyncratic approach being the norm; a factor ignored by most seeking funds with predictable results, not getting funded or getting the wrong kind of money from the wrong kind of people." Peter Kemball - Founding Director of Ottawa's Capital Angel Network

-- This book was written by loyal "Good Reading" reader Josh Maher. (Disclosure: he sent me a copy of the book.) I wasn't expecting to enjoy it just because I assumed it was out of my league. I'm not a tech/VC/angel investor by any stretch of the imagination, but I still found the book very interesting. It is organized as a series of interviews with successful angel investors (I would compare it to Jack Schwager's "Market Wizards" books)... Maher ties a bow on it by providing some of his own commentary and a lot of outside resources, including his website (startupwealth.com). " - Philip C. Ordway

" I really enjoyed reading it over the holidays and I liked how over the course of the book the reader starts to see patterns - similarities as well as differences. It actually really helped me as a founder, putting myself in

Angels shoes and really trying to understand how they view things from their side of the equation. Hugely beneficial. " - Nick Hughes Founder - FoundersRaw.com

From the Author

Thousands of new businesses are started every year. If you're an entrepreneur embarking on your journey for the first or fifth time you'll need to navigate an entirely new landscape of investing and investors. Every business is unique and will require different types of investors at different stages of the business life-cycle. I interviewed over 50 of the best investors around the world, like everyone pitching investors, many turned me down. Like all successful startups, the few who didn't turn me down added so much value to the process of writing this book and for you the reader I know the collection of stories in this book will help you to see the similarities and the nuances that all early stage investors have. This collection of the archetypes of startup investors is the only of its kind.

If you're already an early stage investor or have an interest in adding startups to your portfolio understanding these archetypes is critical to improving your ability as an investor or your ability to select investors, advisors, and mentors to work with.

About the Author

Josh Maher is the president of Seattle Angel, a not-for-profit organization focused on strengthening the startup capital market in the Pacific Northwest. Josh is a Seattle-based investor and consultant with nearly 20 years of experience building and investing in new-technology businesses. More of Josh's profiles of great investors can be found online at startupwealth.com. You can find his writings on building companies and investing at joshmaher.net and you can always find him on Twitter @joshmaher.

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Sarah Winship:

Reading can be called imagination hangout, why? Because if you find yourself reading a book especially book entitled *Startup Wealth: How the Best Angel Investors Make Money in Startups* your thoughts will drift away through every dimension, wandering in every single aspect that maybe mysterious for but surely will become your mind friends. Imagining just about every word written in a e-book then become one type conclusion and explanation in which maybe you never get previous to. The *Startup Wealth: How the Best Angel Investors Make Money in Startups* giving you an additional experience more than blown away the mind but also giving you useful details for your better life on this era. So now let us present to you the relaxing pattern this is your body and mind is going to be pleased when you are finished studying it, like winning a. Do you want to try this extraordinary paying spare time activity?

Pamela Wilson:

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