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Hacking the Startup Investor Pitch: What Sequoia Capital's Business Plan Framework Can Teach You about Building and Pitching Your Company (Paperback)

By Francisco Souza Homem De Mello

Ajax Books, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****. Sequoia Capital is one of the most famous venture capital funds in the world, and when they discuss start-up pitches, they know what they're talking about. This manual breaks down how to pitch investors according to what Sequoia Capital wants to see and hear from entrepreneurs. It serves as your essential companion to the challenging process of conceiving and translating a solid business plan into an effective pitch. Packed with references to Sequoia's website and other industry sources, such as well-known venture capitalist blogs, TED talks, Quora, and widely used books, this manual will arm you with a vast knowledge base on everything start-up. Using Sequoia Capital's framework will develop your idea to the point where it just might sell itself. So follow these simple guidelines, think hard about your business, and understand all of the angles that will help you raise funds and find the success you've worked so hard to achieve.



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