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Martin Rigby is a venture investor and an entrepreneur. He founded ETCapital, an early stage technology investment firm, in 1993 and since then has invested in over 40 innovative technology businesses, principally in network services, software and hardware.

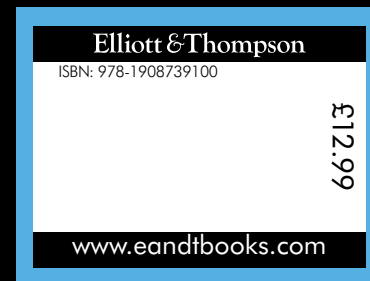
THE GO-TO GUIDE TO GET THE FUNDING YOU NEED FOR YOUR BUSINESS

In difficult markets and uncertain times, entrepreneurial ideas thrive. But ideas can only get you so far and many entrepreneurs fail when they come to the major hurdle: how to find the money necessary to get their business off the ground.

Show Me The Money is about enabling you, the entrepreneur, to understand smart money and the people who provide it so that you can access the right type of funding for your venture as easily as possible. Between them Alan Barrell, David Gill and Martin Rigby have many years' experience of entrepreneurship, managing venture funds and banking, which they have drawn on here to create this invaluable guide to building a business case and uncovering the capital required to start or grow a business.

Running a business is a complex process and there are no shortcuts. But the expert guidance and practical know-how provided in **Show Me The Money** will help you to evaluate your business, determining what stage you are at, when you will need investment, and how much. It explains the different sources of finance, from banks to government initiatives to angel investor networks and venture capital. Matching your business to the most appropriate source of capital, **Show Me The Money** will show you how to secure investment, from the elevator pitch to the terms of the deal.

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HOW TO RAISE THE CASH TO GET YOUR BUSINESS OFF THE GROUND

Designed as a companion volume to **The Smart Entrepreneur: How to build for a successful business** by Bart Clarysse and Sabrina Kiefer (Elliott & Thompson, 2011), **Show Me The Money** focuses on raising and managing money for entrepreneurial ventures, from start-up and early stage through to second-round funding.

Over the last 30 years, Alan Barrell, David Gill and Martin Rigby have amassed a wealth of experience in entrepreneurship – and specifically in funding new ventures. They have dedicated much of their time to helping a rising generation of entrepreneurs understand how to build a business case and raise smart money. Here for the first time they have distilled their experience into a comprehensive and practical guide to raising the capital needed to start or grow your business. From business angels to crowdfunding and venture capital, they will guide you through the different types of finance to help you find the right funding for your business.