If a company is in good financial health, it can raise capital by issuing common stock. Typically, investment banks help ... agreeing to buy any new shares issued at a set price if the public refuses to buy the stock at a certain minimum price.

**Raising Capital Get the Money You Need to Grow Your Business**

Virtually all capital-formation strategies (or, simply put, ways of raising money) revolve around balancing four critical factors. The weight each investor will give to each of these factors will differ from investor to investor, as shown in Figure 1-2. The two most important factors are the size of the market and the size of the share. But even within these two categories, there will be significant differences. For example, some investors are more concerned with the size of the share than with the size of the market.

Now it's clear that there is real competition for investors, and that only the most viable businesses -- and carefully executed fundraising -- will reap the capital necessary to drive continuous growth.

Raising capital for your business should be an easy process, but when you are selling securities (equity or promissory notes), there are ten things that can help guide you to the right decision, but it is not meant to be a how-to guide.

Covering every phase of the growth cycle and providing 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. **Raising Capital: Get the Money You Need to Grow Your Business** is the definitive guide to making it pump. Andrew Sherman has pulled all the tips and tricks!

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