

Startup Money Made Easy

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Synopsis

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Let the experts at Inc. guide you through every critical step and potential pitfall as their on-the-ground reporting shows how to locate funding, manage your money, and smart hack your way to a comfortable retirement.

Startup Money Made Easy gathers the best advice from the magazine's pages, spotlighting celebrated entrepreneurs and inspiring stories. You'll hear from:

- FUBU founder Daymond John, who mortgaged his family home for start-up capital and built a \$6 billion empire
- Makeup artist Bobbi Brown, who turned a modest lipstick line into a profitable 30-store enterprise
- Alexa von Tobel, who dropped out of Harvard Business School to launch the equity-magnate LearnVest.com
- Mark Cuban, Sallie Krawcheck, Max Levchin, and other founders who overcame financial obstacles on their way to the top

Additionally, these stories include on-target tips that explain how to:

- Raise your first \$10,000 in capital
- Power through the lean years
- Get friends and family to back you up
- Round up outside investors
- Go public or sell, while still staying in charge
- Reward people with great salaries and benefits
- Eliminate tax season surprises
- Grow without growing pains

Cash flow problems are the number-one business killer. Whether you're dreaming up a startup idea or knee deep in the craziness, learn to shore up your finances and safeguard the business.

Reader's comments

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