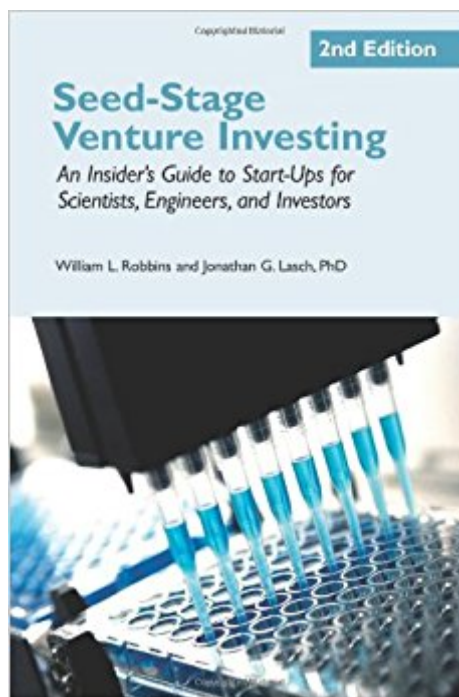




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# Seed-Stage Venture Investing, 2nd Edition: An Insider's Guide To Start-Ups For Scientists, Engineers, And Investors



## Synopsis

Seed-Stage Venture Investing, 2nd Edition takes a fresh look at the world of startups, focusing on life-science and technology spin-outs from academic and biomedical research centers. This book provides a substantial update to the previous edition, explaining the current challenges of financing research intensive academic spin-outs and offering new insights and advice about evaluating technology, navigating the technology transfer process, developing intellectual property, and applying for grant funding under the NIH SBIR Program. Focusing on real-world, practical information for academic faculty members, PhD students, and post-docs, as well as business entrepreneurs, start-up managers, and new investors, Seed-Stage Venture Investing, 2nd Edition cuts to the chase, eliminating dated material from the previous edition and adding new, tell-it-like-it-is material from veteran practitioners.

**About the Authors** William L. Robbins is the founder of Convergent Management Inc. and managing director of Convergent Ventures in Los Angeles. As an entrepreneur, start-up executive, and seed-stage investor, Mr. Robbins has worked with scientists, physicians, and engineers to create, fund, and manage life-science and technology companies since the early 1990s. Currently, he focuses on general management, corporate strategy, and business development. He received his MBA in marketing at Columbia Business School and his AB in psychology modified with biology at Dartmouth College. Jonathan G. Lasch, PhD is executive director of the Alfred E. Mann Institute for Biomedical Engineering (AMI) at the University of Southern California. He brings more than twenty-five years of experience in science and technology development and evaluation in the fields of biomedical instruments and systems, biotechnology, chemistry, and materials science. Dr. Lasch came to AMI from Convergent Ventures, a seed-stage venture investment and development company, where he served as managing director. He received his BS in biological science from the University of Texas at El Paso and his PhD in chemistry from the University of Texas at Austin.

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## Customer Reviews

I received the book quickly enough but it had been packaged badly so the front cover was bent back on itself. I needed to keep the book in order to read it by a certain date (I'm meeting one of the authors!) so I reviewed the packaging on the web site but haven't had a response, which is not really acceptable when the book was quite expensive

This book depicts what it takes to commercialize early stage innovations with advice that feels authentic and stems from real life experience. Often rendered with a voice filled with humor, the authors, veteran practitioners, share their insights about best startup practice and warning signs for pitfalls. The quality of the content remains strong throughout the book. Very valuable to an entrepreneur [or a business class professor teaching the ropes of entrepreneurship], the index section lists strategic documents with templates and forms that can be used to sort technology, choose a winning product idea, and create a new corporation. Not frequently offered by other books, this edition gathers models of confidentiality agreement, license agreement, stock purchase agreement, incentive stock option agreement, executive search agreement, a technology due diligence checklist, a certificate of incorporation, a memorandum of terms for private placement of Series A convertible preferred stock, a letter of invitation to join the Scientific Advisory Board, a job offer letter, and a model of inventions assignment agreement. The reading is insightful, entertaining, and concludes with an abundance of material that can be used immediately by the reader.

This book is far more than just an update. Given the significant changes in the economic and financial landscape since the first version appeared several years ago, a revised version that captures the new challenges facing scientists, engineers and investors seeking to develop or fund startups is not just welcome but essential. While the world it describes has changed, what this version has in common with its predecessor is that it is packed with specific, real-world examples culled from the authors' vast experience. Indeed, it remains the most authoritative book of its kind, and is a must-have for those who want--and especially those who need--to be in the know.

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