

startups. (ii) Funding: como sustentar os próximos passos e conseguir o dinheiro certo, na hora oportuna, no volume adequado, compreendendo nuances de dívida, crowdfunding, angels, fundos de venture capital, entre outros. (iii) Every-single-day: como não morrer na praia, abordando o essencial da gestão financeira para o dia a dia das startups. (iv) Valuation: como pegar o futuro nas mãos, compreendendo como se mensura o valor da startup, o que o justifica e como, de fato, cria-se o real valor no negócio. Venha saber sobre como acertar no essencial das finanças para startups.

Discussing the complex history of Silicon Valley and other pioneering centres of venture capital, Lerner uncovers the extent of government influence in prompting growth. He examines the public strategies used to advance new ventures and reveals the common flaws undermining far too many programmes.

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