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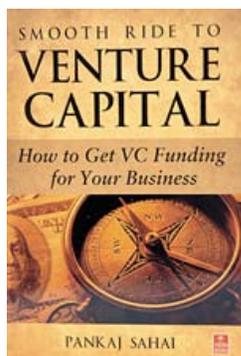
## A Tough Venture

Smooth Ride To Venture Capital provides a basic overview of how the VC industry functions and serves as a guidebook for experts in this field

Anjana Vivek

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Smooth Ride To Venture Capital  
Pankaj Sahai  
Vision Books  
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Price:Rs 495

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This book has been written with the purpose to serve as a guide to raising venture capital (VC) funds in India for entrepreneurs. The author, Pankaj Sahai, is a chartered accountant and a management and entrepreneurship consultant. *Smooth Ride To Venture Capital* (Vision Books) covers the following basics: how the VC industry works; assessing readiness for VC investment; preparing for it; negotiation and deal structuring, managing VC relationships and a glossary of key terms in the industry.

Though the book is informative, it is a heavy read; your mind needs to be involved and focused. A few examples of success stories, failures and lessons learnt could have added to the reading experience. That would have helped readers visualise more clearly what the author is attempting to say. Further, the book tends to say that having VC funding is a definite value addition to any company that is looking to grow. But the fact is that some VCs are great, some average and some not so great.

Actually, the book may be of more use to an advisor or expert working in this space, rather than an entrepreneur. When the author says that only about 1-2 per cent of the companies reviewed by a VC get funds, an entrepreneur, with so many odds stacked against him, may get discouraged from the process.

This book is a basic reading for anyone who wants to understand VC investment in India. While examples and cases are missing, the important topics are well covered in the book.

*The author is founder of VentureBean Consulting*

(This story was published in Businessworld Issue Dated 08-03-2010)

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**Savio Rodrigues**  
2 March, 2010 6:12 AM  
Simplicity is communication at its best. Personally, after having read the book, I am convinced beyond a doubt that the content is simple and to the point and quite helpful to an entrepreneur.

**Vijay Walia**  
5 March, 2010 4:44 AM  
I don't agree with Businessworld that the book is a heavy read. Rather it is not simplistic reading for the lay public. It is a very serious read for entrepreneurs, looking for VC funding, written in a language, which is basically a simple narration of the sequence of events they would need to follow. Any one stuck for funds, albeit with some command over the English language, should be able to follow the events listed quite well. Should be quite interesting for the abovementioned, those connected with the PE/venture funding business and bankers. Vijay Walia DGM-Economist Corporation Bank

**R N Joshi**  
11 March, 2010 11:07 AM  
I do not think the comments of Business World do justice to the book. The book provides systematic and integrated approach towards financing through venture capital. Each chapter provides perspective and qualitative framework with practical slant. Beauty of the book is its universality as it provides an educative reading both to the uninitiated entrepreneur and expert in the field. Charting smooth journey the book starts with the basics of venture capital and gradually moves towards preparing the entrepreneur to tap this unconventional source. A dedicated chapter equips the entrepreneur for striking best negotiated deal with the venture capitalist. A commendable effort by the author. The book is an effective guide for all having interest in the discipline of venture capital. R.N. Joshi, Director (Finance), Delhi Metro Rail Corporation

**Rajoo Goel**  
11 March, 2010 12:23 PM  
Smooth Ride to Venture Capital is an interesting first for this industry in India. It is a well written document, easy to read and goes through the steps of understanding the VC process with ease and simplicity. It is hard for me to agree with the comment that it is a heavy read. Venture Capital is a specialised topic for business people and I firmly believe that it would have been close to impossible to write a simpler and more lucid manuscript on this subject. It would be particularly useful for the modern entrepreneur and also a good handbook for professional VC's RAJOO GOEL , Secretary General, ELCINA

**Ranjit Jatar**  
12 March, 2010 7:23 AM  
I am an entrepreneur in the HR services domain. I read the book and felt I was reading a bedside novel! The book is in fact very impressive in its simplicity and yet in the width and depth of its coverage. Hence I find your comment about "heavy read" for entrepreneurs extremely surprising and difficult to understand. In fact, my son Sidhartha, who is a final year law student, also read the book in full as he found the book an extremely easy, de-jargonised reading .I feel that whether you are a student of finance, an entrepreneur, or from financial services, you will enjoy this book.

5 Comments (1 Pages)

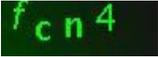
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