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# Slicing Pie: Fund Your Company Without Funds



## Synopsis

Slicing Pie outlines a simple process to get your business started even if you don't have a lot of cash. In the early days you can use equity to get the things you need to start your company including help, equipment, supplies, rent and even credit. Slicing Pie explains how to calculate the fair amount of equity to the right people. Learn the tricks of the trade including:

- Calculating a theoretical value of your company-
- Assigning value to the various inputs to your business-
- What to do when a founder leaves your company-
- How to handle equity when you have to fire someone

This unique guide answers the tough questions for budding entrepreneurs and helps make sure they get started on the right foot.

## Book Information

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## Customer Reviews

I came across the "Slicing Pie" website through a reference on Quora: "Whats the best way to split equity between partners": [...]At first, I was just going to try using the spreadsheet, but then I realized that I had lots of unanswered questions. The book is well worth the \$8 Kindle price!Possibly

the book meant a lot to me as I've lived through the mistakes, specifically a time back in the late 1990's when I co-founded a company with an equal split. I did the engineering and the partner was the business guy. At one point, we brought on some more developers, and next thing I knew, the new developers told the business guy they could do it better, and then I got squeezed out through a heart-wrenching experience. Of course, the new engineers didn't work out any better. I've also been through the entrepreneurship program at UC Berkeley's Haas School of Business during my MBA, and this topic was never clearly addressed. Mike presents a very simple, yet effective system for fairly dividing up the equity of an early stage startup. He covers about every what-if scenario that was on my mind. The bottom line is that if you're thinking of applying the principles in books such as "The Lean Startup" and "Rework" to see if there's really a market for your super-duper idea, and you're going to be working with any co-founders on the validation, then you should definitely consider the "slicing pie" technique. Here's a few of my favorite quotes: "Grunt Funds aren't for mean people.", Moyer, Mike (2012-09-04). Slicing Pie: Fund Your Company Without Funds (p. 105). A Grunt Fund, at its core, is about treating people fairly.

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