



Get in the Game!

By Angela M. Hutchinson



THE BOOK *GETTING IN THE GAME* IS A GUIDE for entrepreneurs who are looking to start a business and raise start up funds through venture capitalists or angel investors. Author Matt Crowley, a Valley corporate lawyer, provides relevant content that assists entrepreneurs with creating companies and achieving their goals for the business. *Getting in the Game* teaches how to build and finance a startup company. Each chapter is explained in a simple yet detailed manner that will likely resonate with aspiring and mid-level entrepreneurs. Crowley shares personal lessons from his clients and other startups to help the reader avoid common pitfalls made by entrepreneurs. The book contains valuable examples of business documents and other insightful information that every new business owner should know.

In the opening of every chapter, Crowley writes a "What We will Learn" section which is useful for the reader to know exactly what the chapter will discuss. The writing style is very straight forward and makes the book an easy read. After reading the book, an entrepreneur will have more than enough relevant information needed to start their business or even restructure their existing business. The exhibits at the end of the book consist of detailed diagrams, charts and agreements. While it took some studying to understand them, the content was accurate.

For the entrepreneur who desires to *get in the game*, reading Crowley's book is a must read. The book can also be used as a reference tool for business terminology. From a motivational standpoint, the tone of the book is more serious and business orientated, meaning, it is not a book for an entrepreneur to read to get an inspired to create a business. The reader should know 100% that they want to be an entrepreneur and have a clear business idea in mind or in the early start up stage.

Since raising capital is a challenge for most entrepreneurs, a favorite aspect of the book is the mention of networking organizations and places where entrepreneurs can go to meet venture capitalists. *Getting in the Game* is a book that certainly will not remain on one's book shelf, and instead will be bookmarked on the desk of any serious entrepreneur. The book is available on Amazon.com and has a 5-star rating from customer reviews.

About the Author

Matt Crowley is a venture lawyer focused on assisting entrepreneurs in Los Angeles to launch their businesses. He began his career practicing law for eight years with the

corporate finance groups of Pillsbury Madison & Sutro (now Pillsbury Winthrop) and Morrison & Foerster in San Francisco. Crowley has participated in over \$6 billion in deals while at these international firms. In 2006, he founded Crowley Corporate Legal Strategy to offer corporate legal services to entrepreneurs. Currently, Crowley serves as the general counsel of Total HR Solutions. As a frequent lecturer, he speaks on topics related to startups, venture capital and mergers and acquisitions. Also, Crowley has invested in two early stage technology businesses. He serves on the board of the Los Angeles Venture Association. 🏠

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