

As obvious as much of the content of this book is to me now, I wish I had read this five years ago and had some of the insights to share with some former executives.

Much of what the author, Brian Cohen, dives into here can be filed under “duh” when you really think about it, but it’s nevertheless wildly important to really grasp the nuts and bolts of the foundational principles of what angel investors really want to see and how you can get there.

Ultimately what it boils down to is the character of the Founder(s) of the company and their grit towards the success of their idea. The idea itself, contrary to popular belief, is not nearly as important as the quality of the people executing on the idea.

As history has proven to me, poor leaders can drive an ivy league idea into the toilet, and exceptional leaders can reinvent something as basic as an MP3 player, or selling a book, into an empire.

In any event, any aspiring entrepreneur would be foolish not to read this book, if for nothing else than to reaffirm some of the obvious, and glean into the cultural and philosophical components of angel investing.

What I personally learned from this book, is that I don’t want an angel investor. Although I may enjoy being one some day soon if the act is anything like the literature representation of it.