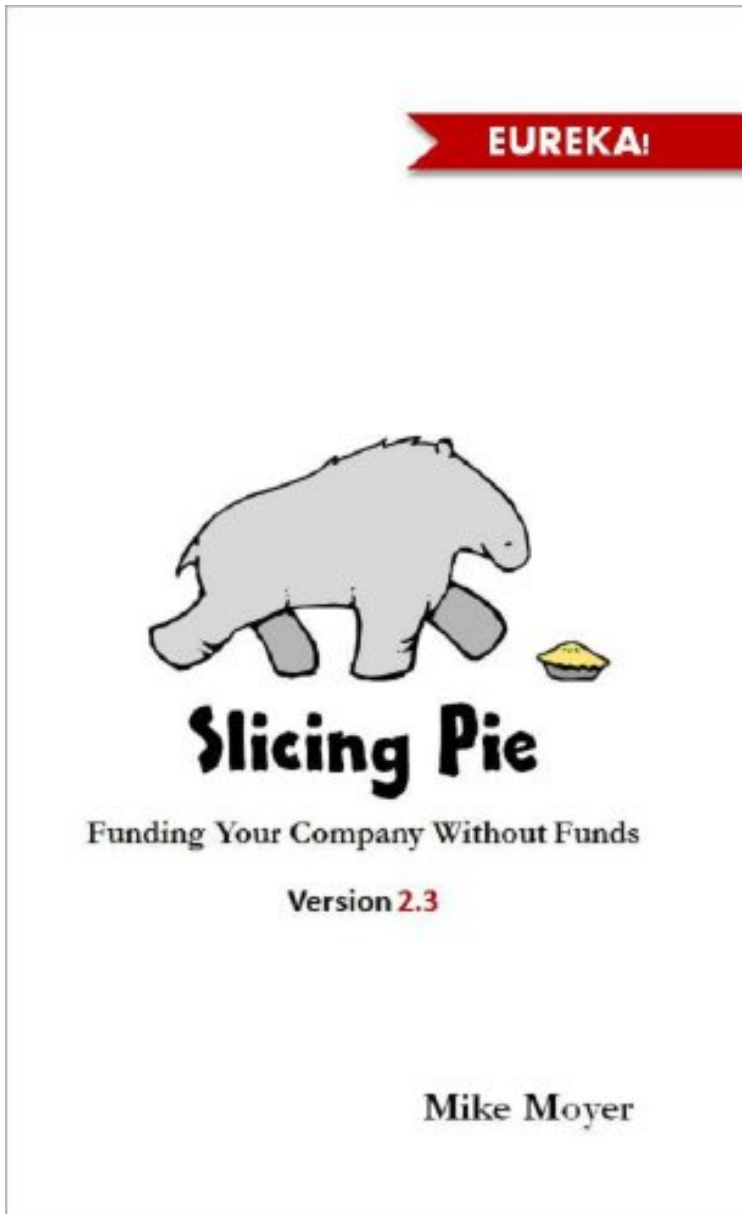


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In the early days you can use equity to get the things you need to start your company including help, equipment, supplies, rent and even credit. Slicing Pie explains how to calculate the fair amount of equity to the right people. Learn the tricks of 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. Biographie de l'auteur Mike Moyer is an entrepreneur who has started a number of companies including Bananagraphics, a product development and merchandising company, Moondog, an outdoor clothing manufacturing company; Vicarious Communication, Inc, a marketing technology company for the medical industry; Cappex.com, a site that helps students find the right college; College Peas, LLC which provides publications and consulting on college admissions; and Trade Show Samurai, LLC a company that teaches trade show exhibitors how to capture lots and lots of leads. In addition to his experience as an entrepreneur he has held a number of senior-level marketing positions with companies that sell everything from vacuum cleaners to financial data services to motor home chassis to luxury wine. He has taught entrepreneurship at both Northwestern University and the University of Chicago. Mike is the also the author of How to Make Colleges Want You, College Peas and Trade Show Samurai . He has an MS in integrated marketing from Northwestern University and an MBA from the University of Chicago. He lives in Lake Forest, Illinois with his wife, three kids and the Lizard of Oz.