## [PDF] Getting In The Game: Guiding Your Startup Through The World Of Venture Capital And Angel Investors

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## **Description:**

**About the Author** Matt Crowley is a venture lawyer, with a practice focused on assisting Los Angeles entrepreneurs in creating new businesses and achieving their goals for growth. Mr. Crowley 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 at the height of the dot.com boom. While at these international firms, Mr. Crowley participated in over \$6 billion in deal flow. After eight years of private practice, Mr. Crowley moved into senior management with

one of his clients, Evoke Software. At Evoke, Mr. Crowley served as vice president and general counsel, just as the dot.com bust hit in 2001, creating the opportunity to learn about emergency financing, cram-down venture rounds and layoffs. In 2004, Mr. Crowley joined the management team at Technicolor Home Entertainment Services in Camarillo, California, a division with revenues of \$2 billion annually. In 2006, Mr. Crowley established Crowley Corporate Legal Strategy to offer corporate legal services to entrepreneurs looking to start or grow their businesses. He also serves as the general counsel of Total HR Solutions. Mr. Crowley is President of the LA Venture Association (LAVA). He frequently lectures on topics related to startups, venture capital and mergers & acquisitions. He is an adjunct professor at Loyola Law School, teaching business planning related to venture law. Mr. Crowley has also invested in two early stage technology businesses.

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