

Book Review - Show Me The Money

By

Alan Barrell, David Gill and Martin Rigby

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I have been privileged to read many great business books; in my opinion, Show Me The Money is a must read for every entrepreneur, whether start up or existing business owner.

In my work as a transformational coach, I often come across individuals with innovative dreams and aspirations for new business. Many times the key challenge these people face is resolving the puzzle around how to raise the capital to start a business. Often the lack of knowledge of how to raise the money to start a new business or support an already established business tends to kill their dreams for business.

After reading this book, Show Me The Money by Professor Alan Barrell, David Gill and Martin Rigby, I now have an authoritative point of reference for every business owner who wants to learn the secret to raising capital to fund their business.

Show Me The Money is carefully structured in seven chapters, each chapter representing an important topic and stage in the process of finding the money for business. For example, as a first step, Alan Barrell and his team emphasized the importance of developing clarity as the first business success principle, which they supported with a famous quote by Yogi Berra that says, 'If you don't know where you're going, you might end up somewhere else.' The authors discussed the various types of funds available in the market and gave detailed information about how to access them.

As in everything about success, Show Me The Money emphasized one of my key business axioms that say, 'if you fail to plan, you plan to fail' as it discussed the importance of creating a business plan, with a step-by-step guide on how to create one. Alan went further to highlight the key elements that investors of all types (including banks) are looking for in a business plan and how you can provide that information on your business plan.

This book fascinates me not only on the basis of the information it

contains, also from the background and experience of its authors. Although Alan Barrell is the Professor of Cambridge University and Entrepreneur in Residence at Judge Business School Entrepreneurial Learning Cambridge, Alan is not just an academician, he lives and breathes business. Infact I met Alan first time in a business forum where I later discovered that he sits on the board of many successful businesses. Alan and his co-authors have been involved in teaching entrepreneurship as well as setting up new successful businesses, which proves that this book is based on practical experiences of people who have taken the risk to set up, and grew successful businesses. Each chapter of this book concludes with a case study of successful companies and entrepreneurs some of whom I have been privileged to meet.

If you are starting a new business and looking for how to raise funds or, if you are an existing business owner with aspiration for expansion, I highly recommend this book to you. Show Me The Money is also recommended to finance students or employees performing finance related roles in their respective organizations.

Reviewed by Nkem Mpamah

Coach . Trainer & Author of The ART of Achievement
and Fulfillment