



# Slicing Pie: Funding Your Company Without Funds

By Mike Moyer

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You and a partner go into business together and split the equity 50/50. You do all the work and your partner slacks off. He owns half your business- now what?

Slicing Pie outlines a process for calculating exactly the right number of shares each founder or employee in an early stage company deserves.

You will learn:

- How to value the time and resources an individual brings to the company relative to the contributions of others
- The right way to value intangible things like ideas and relationships
- What to do when a founder leaves your company
- How to handle equity when you have to fire someone
- Important issues to discuss with your lawyer
- Much more

Research shows that dynamic equity split models, like the one outlined in Slicing Pie, is the best way to avoid conflicts as the company grows.

The new and improved **Version 2.3** contains updated information about legal issues, idea valuation, retrofitting and much more!

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## **Editorial Review**

### **About the Author**

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.

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