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Patrick J. Yam of Sensei Partners LLC selected by Aspatore Books as author in new authoritative book, *Raising Capital for Technology Companies: Leading Venture Capitalists on Valuations, Structuring Deals, Raising Capital, and More (Inside the Minds)*

Boston, MA; September 21, 2006—Patrick J. Yam, CEO of Sensei Partners LLC, has been recognized as a leader in venture capital by being selected as an author in the recently released book ***Raising Capital for Technology Companies: Leading Venture Capitalists on Valuations, Structuring Deals, Raising Capital, and More (Inside the Minds)***, published by Aspatore Books. ***Raising Capital for Technology Companies: Leading Venture Capitalists on Valuations, Structuring Deals, Raising Capital, and More (Inside the Minds)***, (159622567X), is an insightful, insider's glance into the dynamic and innovative field of venture capital. Featuring managing directors, partners, and CEOs from today's leading venture capital firms, this book discusses the current shape and future state of the venture capital technology industry. The authors offer invaluable perspectives on assessing investment risk, calculating valuations, understanding valuation fluctuations, attracting investors, evaluating market trends, and analyzing the venture capital industry's evolution. Their varied outlooks provide fundamental strategies for fundraising and pitching start-up company ideas to venture capitalists. With honest, earnest advice, these executives provide the essentials for both venture capitalists and entrepreneurs to succeed in building a company, spotting market opportunities, fundraising, fostering company-venture capitalist relationships, and obtaining higher start-up valuations. Additionally, they define tactics that have been imperative to their own success and daily practice, and that will hold true into the future. The different niches presented and the breadth of perspectives represented by these outstanding authors enable readers to get inside some of the great minds of today, as experts offer their thoughts on the keys to successfully raising venture capital for technology companies. If in search of intuitive, practical wisdom, ***Raising Capital for Technology Companies*** is an essential resource.

“Venture Capital is experiencing an evolution where ‘Company Building’ and, being responsible as a strategic partner will ever be more critical. As the noted laureate William Blake once said, “Execution is the Chariot of Genius”; these words will ever be more profound to the building of successful and sustainable enterprises .”

~ Patrick Yam

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Mr. Yam is the CEO and Founder of Sensei Partners LLC, a Menlo Park, CA venture capital firm. A noted author on ‘Company Building’, macroeconomic development and, the financial capital markets (“Raising Capital for Technology Companies” circa 2006) he spent his earlier career as an economic analyst, investment banker and investment manager with among others the Federal Reserve, Lehman Brothers, Citicorp Investment Bank and Matthews International Management. He has been integral as a founder of firms in the technology and financial sectors and, often responsible as an operating executive. In 2001, supported by the Federal Government of Canada, the Albertan government, and a cross-border corporate community Mr. Yam co-founded the Alberta California Venture Channel. He has taught and currently lectures on entrepreneurship at SCU’s Leavey School of Business where he carries the distinction as the Dean's Executive Professor of Entrepreneurism and a former faculty member of the Venture Capital Institute in Atlanta, GA.

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