



<https://www.linkedin.com/in/ethelrubinphd/>

Ethel's Articles:

1. Market research: <https://www.linkedin.com/pulse/digging-deep-market-opp-assessments-from-trenches-ethel-rubin/>
2. Investor pitch template: <https://www.linkedin.com/pulse/8-great-ethel-rubin/>
3. Use your network for warm introductions to investors: <https://www.linkedin.com/pulse/six-degrees-separation-getting-front-investors-ethel-rubin/>

4. Other resources:

Learn about angel investing and how it works, how angels think and structure deals: <https://www.amazon.com/Angel-Investing-Making-Having-Startups/dp/1118858255>

<https://www.angelcapitalassociation.org/>

Learn about Venture investing: *“Venture deals: be smarter than your lawyer and venture capitalist. Brad Feld & Jason Mendelson.”* 4th edition - 2019. Published by Wiley.