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**Financial Expert Has Answers for Entrepreneurs:
Multiply Your Money *and* Keep it Safe!**

LOS ANGELES, Calif., August 21, 2007—Financial expert Gene Siciliano, AKA Your CFO for Rent™, airs today on www.angelnetwork.com in a live radio interview at 2 p.m. (WCDST). The show, titled “Money from Angels—Handle with Care!”, is dedicated to helping entrepreneurs make their investors comfortable with their financials investments and maximizing their money’s value.

“The investor who puts money into a company wants to know it’s being used wisely, and in a way that will maximize its value to both entrepreneur and investor,” says Siciliano, the author of *Finance for Non-Financial Managers* (McGraw-Hill, 2003) and owner of the trademarked “Your CFO for Rent” brand.

The interview will also air on a popular website dedicated to educating entrepreneurs about venture financing, as well as bringing entrepreneurs and high net worth individuals together.

“The entrepreneur wants to create a company and often needs ‘angel’ money to do it,” says Siciliano. “How the entrepreneur manages that money, plans for its use, and reports to boards and investors on the use of that money can help make the investor more comfortable with that investment—and thus likely to invest more angel money in the future. It also says a lot about the CEO’s financial management skills.”

It is well known that most people, including any potential client or investor, feel safer if they have some sort of road map before they venture into uncharted territory. The more forthcoming and transparent the entrepreneur is throughout the entire business plan, the better the investor will feel about the management of the money.

Siciliano will answer important questions on how to manage and optimize funds for the benefit of both the investor and the entrepreneur, going through the following four stages: when the entrepreneur asks for the money; when the entrepreneur gets the money; when the entrepreneur spends the money; and when the entrepreneur reports to the board when he spends the money.

“Be clear about your intentions, have a plan, and demonstrate that you have done your homework and understand the probable cost,” says Siciliano. “Then follow your plan, unless you have a good reason to divert from it. Investors want to know that you are indeed following a plan, and matching your money to your goals.”

For more information, please contact Jenai Engelhard at (617) 840-4689 or email

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About Gene Siciliano

An award-winning member of the National Speakers Association, Gene has spoken at hundreds of business associations and companies throughout the country, including Warner Bros, National Tour Association, National Pool & Spa Association, Young Entrepreneurs Organization, Credit Managers Association of California, American Society of Association Executives. His articles on financial management and cost control have appeared nationally in *Management World Magazine*, *Professional Speaker*, *Sharing Ideas*, *Free Enterprise* and his firm's newsletter "[We Thought You'd Like to Know](#)™."