

7 WAYS TO RAISE MONEY TO LAUNCH YOUR BUSINESS

Hosted By:

Entrepreneur.



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INTRODUCTION



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This is a high-level overview of 7 ways to raise money to launch your business. Each financing option is highly nuanced and could easily take over a day to go through in detail. This is not an exhaustive list, but the 7 topics we will cover today.

We will break it down into three categories:

- Equity Financing:
 - Angel Investors
- Debt Financing:
 - Small Business Loans
 - Peer-to-Peer Lending
- Alternative Financing:
 - Bootstrapping/Family + Friends
 - Grants
 - Crowdfunding/Pre-Selling
 - Pitch Competitions/Business Incubators

INTRODUCTION

Establishing Your Business Basics Checklist

GET ADDITIONAL DETAILS ON
ESTABLISHING YOUR BUSINESS

1. Market research and analysis
2. Business plan created
 - a. Performed start-up costs analysis, created a marketing plan and financial projections
3. Business name and structure selected (Sole Proprietor, LLC, S-Corp, Nonprofit, etc.)
4. Registered with your local governing agencies – city, county and state to obtain specific licenses based on their ordinances
 - a. Registered DBA (Doing Business As)
5. Registered with the Internal Revenue Services (IRS) and have received your Employer Identification Number (EIN)
6. Registered business with Dun & Bradstreet (D&B) and have received your (DUNs) number
 - a. To start the process of establishing business credit
7. Established a business bank account
8. Purchased business insurance

Get additional details from [SBA.gov](https://www.sba.gov) and [entrepreneur.com](https://www.entrepreneur.com)

INTRODUCTION

10 Questions You Need to Ask Yourself Before You Seek Funding:

- What is the purpose of seeking outside funding – how will the money be used?
 - For example, are you looking to expand, launch a new product, or cover operating costs?
- How much funding do you actually need?
 - It's essential to have a clear understanding of your business needs so that you can identify the right amount of funding to seek.
- Do you have a solid business plan and a clear strategy for utilizing the funds effectively?
 - Can I demonstrate to potential investors how their funds will be used to drive business growth?
- How would you make your new business work if you can't raise money?
 - If you can answer this question, you're halfway to your goal, plus anyone investing in your business will want to know this answer before they invest.
- What are the risks associated with seeking outside funding?
 - Such as loss of control, ownership, or decision making.

INTRODUCTION

10 QUESTIONS YOU NEED TO ASK YOURSELF BEFORE YOU SEEK FUNDING:

- Are you willing to give up equity in my business for funding?
 - How much ownership am I comfortable giving up?
- What is the potential return on investment (ROI) for investors?
 - Can I clearly articulate the growth potential and profitability of my business to attract investors?
 - Be very clear and upfront on the expectations of returns and how fast you will be able to return their investment
- Are you prepared to take on the responsibilities and obligations that come with external funding?
 - Such as regular reporting, and being accountable to investors, and potential changes in decision-making autonomy.
- What are my long-term goals for the business?
 - Consider your long-term goals and how funding could help you achieve them.
- How will I repay the funding?
 - Make sure you have a plan for repaying any funds you receive, whether it's through revenue generated by the business or other means.

EQUITY FINANCING



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EQUITY FINANCING | ANGEL INVESTORS

Find Angel Investors:

- Through your network
 - Personal contacts
 - LinkedIn
- Online
 - AngelList: AngelList is a platform that connects startups with investors, including angel investors.
 - Gust: Gust is an online platform that connects startups with investors, including angel investors.

DEBT FINANCING



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DEBT FINANCING | SMALL BUSINESS LOANS

Secure Small Business loans:

- Traditional Banks
 - Neighborhood or regional banks
 - Larger national/international banks, think JPMorgan Chase
- Credit Unions – member-owned financial cooperatives that offer a range of loan options for small businesses.
 - They often have lower interest rates and more flexible terms than traditional banks.
- Government Entities
 - Community Development Financial Institutions (CDFIs) – financial institutions that provide loans and other financial services to underserved communities and businesses.
 - They are often non-profit organizations and have a mission to promote economic development.
 - Small Business Administration (SBA) – a government agency that provides loan guarantees to small businesses through participating lenders. SBA loans can be used just like a traditional loan

Small Business Loan Aggregators – to comparison shop rates and terms:

- Funding Hero
- Lendio

DEBT FINANCING | PEER-TO-PEER (P2P) LOANS

Find P2P Lenders:

- OnDeck
- Funding Circle

ALTERNATIVE FINANCING



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ALTERNATIVE FINANCING | GRANTS

Find Grants:

[Candid.org](https://www.candid.org)

[Grantify.io](https://www.grantify.io)

[Grants.gov](https://www.grants.gov)

ALTERNATIVE FINANCING | CROWDFUNDING

Crowdfunding Platforms:

- Kickstarter
- Indiegogo
- GoFundMe
- Seed&Spark
- Patreon

ALTERNATIVE FINANCING | PITCH COMPETITIONS

Popular Pitch Competitions:

- SXSW Pitch
- U.Pitch
- America's Seed Fund
- Collision Conf.

ALTERNATIVE FINANCING | BUSINESS INCUBATORS

Business Incubators:

- Y Combinator
- Techstars
- 500 Startups
- Seed Camp
- Google Startups

YOUR PRESENTER



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BIANCA B. KING

Bianca B. King is a serial entrepreneur and professional matchmaker on a mission to help women accelerate their success. As the CEO & Founder of the exclusive collective Pretty Damn Ambitious™, Bianca matches ambitious women with premier vetted and verified coaches so they can finally amplify their ambitions and achieve the personal growth and professional success they desire.

Bianca is also the President and Creative Director of Seven5 Seven3 Marketing Group, a digital marketing agency that has served hundreds of entrepreneurs nationwide since 2008. Bianca is known for her results-driven creative marketing strategies, helping her clients achieve a combined revenue of over \$275 million and counting.

Ready to level up? Connect with Bianca.



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