

Overhead 3-C: Understand funding landscape and options.

- Funding, financing, etc.
 - Pay start up costs.
 - Fund growth
 - Short term cyclical needs
 - Just in case
 - Quick facts about funding
 - Credit
 - Sources of capital/funding
 - Most commonly used
- What funding options to you have?
 - Debt
 - Equity
 - Four Sources of Funding
 1. Financial Institutions, examples:
 - Community Banks
 - Large banks
 - A form of debt - Credit card
 - Small Business Administration (works with banks)
 2. Founder, Family, and Friends
 - Founder
 - Pros & cons
 - Friends and Family
 - Pros & cons
 3. Angel Investors
 - Pros & cons
 4. Private Equity/Venture Capital Funds
 - Pros & cons