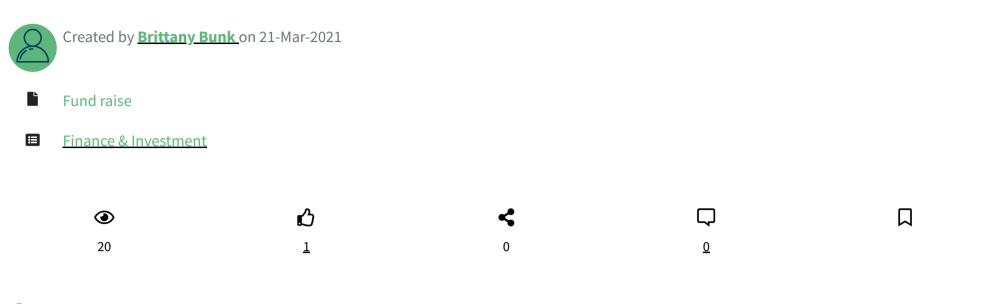


## Post: Funding your business - options



## Content

Investor-friendly business practices: part 1. Part 2 here. Other investor series here

# Before asking for money, try to:

- not have costs
- have the preference of avoiding going to investors for money, even after doing so
- self-fund or have the company self-reliant (deonted by SR)

# funding businesses - multiple levels/needs of (bottom -> top):

- 'bootstrapping', 'pre-seed'
  - SR founder
    - paying out of pocket
    - earning an income to pay for the business
  - (not always preferable) friends and family ask them
    - to fund it
    - for a loan
- org's, gov't
  - grants not always applicable
- angel/accredited/retail investors, venture capitalists, family offices, investment firms/funds/trusts, banks\*
  - *crowdfunding* like kickstarter
  - loan rent out money (like pay by period of time) or ask for a specific % for when it's paid back
    - every detail that the loan goes out doesn't have to be explained for the rented out method, but should for the specific % one
  - convertible note 'seed funding' Series A, B, C
    - company overview financial and actual current plans, projections
  - stock market only if it goes public
    - pre-IPO
    - stocks, warrants, securities, ADRs
      - not for OTCs, but regular stock exchanges require filing reports to be upfront with investors as to where the money goes
- SR business

• reinvestment - funds itself through profits

\* - communication updates/transparency's key

## read more:

https://www.investopedia.com/articles/personal-finance/102015/series-b-c-funding-what-it-all-means-and-how-it-works.asp

ammanta G

https://beyondanimal.com/resource/UserResource/view/Types-of-funding-for-businesses-joHongjrJk

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