

Types of Financing



Self Funded (Savings, Visa)



Grants (gifts, competitions, low expectations)



Banks (borrowing, interest)



Customers/Crowdfunding (value in return)



Family, Friends, Fools (love money)



Angels (equity, future return, personal interest)



Venture Capital (equity, 10x ROI)



Going public (IPO, equity on a massive scale)

Non-Dilutive

Can be Either

Dilutive



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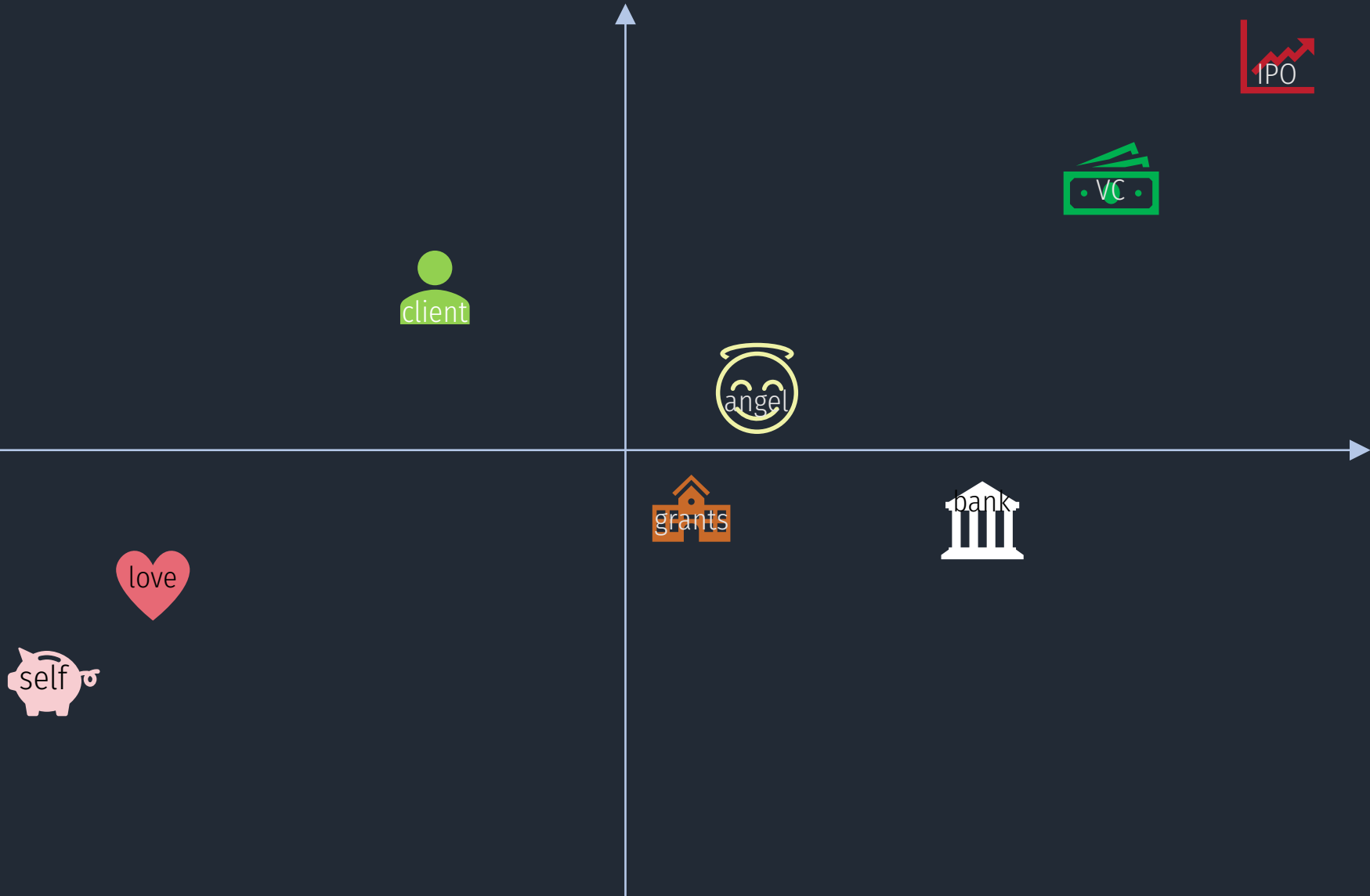
Venture Capital (equity, 10x ROI)



Going public (IPO, equity on a massive scale)

Amount

Difficulty



Time



Cost



Best kept secret...

The power of the non-binding LOI

- It's hard being first
- Prove that others want what you have
- Easier for customers coming in
- Easier for getting investment

Resources

01

**Demand-side
Sales 101**
– Bob Moesta

02

Profit First
– Michael
Michalowicz

03

Venture Deals
– Brad Feld &
Jason
Mendelson

04

**Cash Flow
Pandemic**
– Blaine Bertsch

05

Will if Fly?
– Pat Flynn

A woman with long dark hair, smiling warmly, wearing a dark quilted jacket over a grey knit sweater. The background is a soft-focus outdoor setting. The text is overlaid on the image.

You are the first investor.

What is your expected ROI?