



GLOBECOM 2007

# How To Raise Money For Your Startup

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# Getting Started

- Market Research
- Customers
- Marketing/Sales
- Management Team
- Technology
- Business Plan
- Financials
- Executive Summary

# Where To Get the Money (1)

- Consulting
- Credit Cards
- Friends and Family
- Angels
- Angel groups
- Venture Capital
- Banks

# Where To Get the Money (2)

- Government Grants (US)
  - SBIR, DARPA
- Foreign Governments
- Customers
- Strategic Partners
- Foundations
- University seed funds

# Where to find the money

- Network, Network, Network
- Investor conferences
- Business Plan Competitions
- Startup support groups
  - Boston Entrepreneurs' Network

# Valuation

- Customers
- Patents
- Sales
- Profits

# What do investors want?

- Profits
- Convertible loans
- Equity (Stock)
- Partnership
- Exit



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# Questions?

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