

Investment Options for Start-ups:

Preparing your business for investment

Focus:

For any business the key to a successful fundraising/investment campaign is preparedness. Before you look for funding, you need to create a business plan which clearly outlines your business, your strategy for success and your plan must also determine how much money you need and what you need it for. When preparing your business for investment, understanding the timing and funding process is key, the amount of funding you seek will also affect which funding you take.

Common problems/mistakes:

- Many seek funding before they are ready;
- Some do not know how much they actually need;
- Unaware of the best funding/investment processes for their business.

Why is it important:

- Understanding the right time to seek investment;
- Pinpoints what type of investment is right for the business;
- Identifies the gaps that need addressing before seeking investment.

Screen share:

- Understanding if you are ready to seek investment;
- An easy step-by-step business plan structure.

Template/checklist:

- The easy step-by-step Business Plan structure

Tips for success:

- Take your time with your plan;
- Remember the questions the plan should address throughout
- Ask at least 2-3 different business professional to review the final version.

Task:

Download the business plan structure provided and begin to work through each section.