

WELCOME

DAY 36/100

DIGITAL MASTERY CHALLENGE

DATE: August 17, 2020, MONDAY

TIME: 07:00 PM (AST)

LIVE FROM DOHA, QATAR

FUNDING AND INVESTMENT





**DO WE
REALLY
REQUIRE
FUNDING?**

A person's hands are holding a white, slightly curved sign against a bright blue sky with scattered white clouds. The sign features the word "YES!" in a large, bold, black, sans-serif font. The person's arms are visible, extending from the bottom of the frame towards the sign.

YES!

FOR WHAT?

STEPS OF BUILDING THE BUSINESS

2ND STEP





RESOURCE IDENTIFICATION

A low-angle, upward-looking photograph of several modern skyscrapers with glass facades, set against a clear blue sky. The buildings are arranged in a way that they appear to converge towards the top of the frame, creating a sense of height and scale. The lighting suggests it might be late afternoon or early morning, with some windows reflecting the light.

**TO START AND RUN AN
ONLINE BUSINESS WE
NEED RESOURCES IN
PLACE**

***WE NEED
FUNDING FOR
RESOURCES***



LIST OF RESEOURCES



A composite image featuring a business plan document. The top portion shows a tablet displaying a bar chart with blue and green bars. The bottom portion shows a white document with the words "BUSINESS PLAN" printed in large, bold, black letters. A silver pen with a black grip lies on the document to the right. A red cup is partially visible in the top right corner. A black horizontal bar with white text is overlaid across the center of the image.

List of resources is part of the
business plan document

HOW MUCH MONEY DO YOU REQUIRE?





**WE NEED TWO
KINDS OF
FUNDING**

A person's silhouette is seen from behind, looking at a large projection screen. The screen displays a line graph on a grid. A thick red arrow starts from the bottom left and points towards the top right, indicating an overall upward trend. The graph line is jagged, showing fluctuations but ending at a higher point than it started. The background is dark, and the projection is the primary light source.

INITIAL INVESTMENT AND RECURRING INVESTMENT

MAKE COMPLETE LIST OF RESOURCES REQUIRED



terminology

[tur-muh-nol-uh-jee]

noun, plural 'terminologies'

1. the system of terms belonging or peculiar to a science, art, or specialized subject; nomenclature.
2. the science of terms, as in particular sciences or arts.

Word Origin and History for 'terminology'

1, from German Terminologie (1786), a hybrid
by C.G. Schütz of Jena, from Medieval
"word, expression" (see terminus)
with, a speaking of

BURN RATE

**CONVERTIBLE
NOTE**

**EXIT
STRATEGY**

GOING PUBLIC

INCUBATOR

**NON
DISCLOSURE
AGREEMENT
(NDA)**

**SEED ROUND
OR SEED STAGE**

VALUATION

TRACTIONS

PITCH DECK

**INVESTOR
PROPOSALS**

**INVESTOR
PRESENTATIONS**

SAFE

ICO

IEO

STO

SHARES

EQUITIES

**PREFERENTIAL
SHARES**

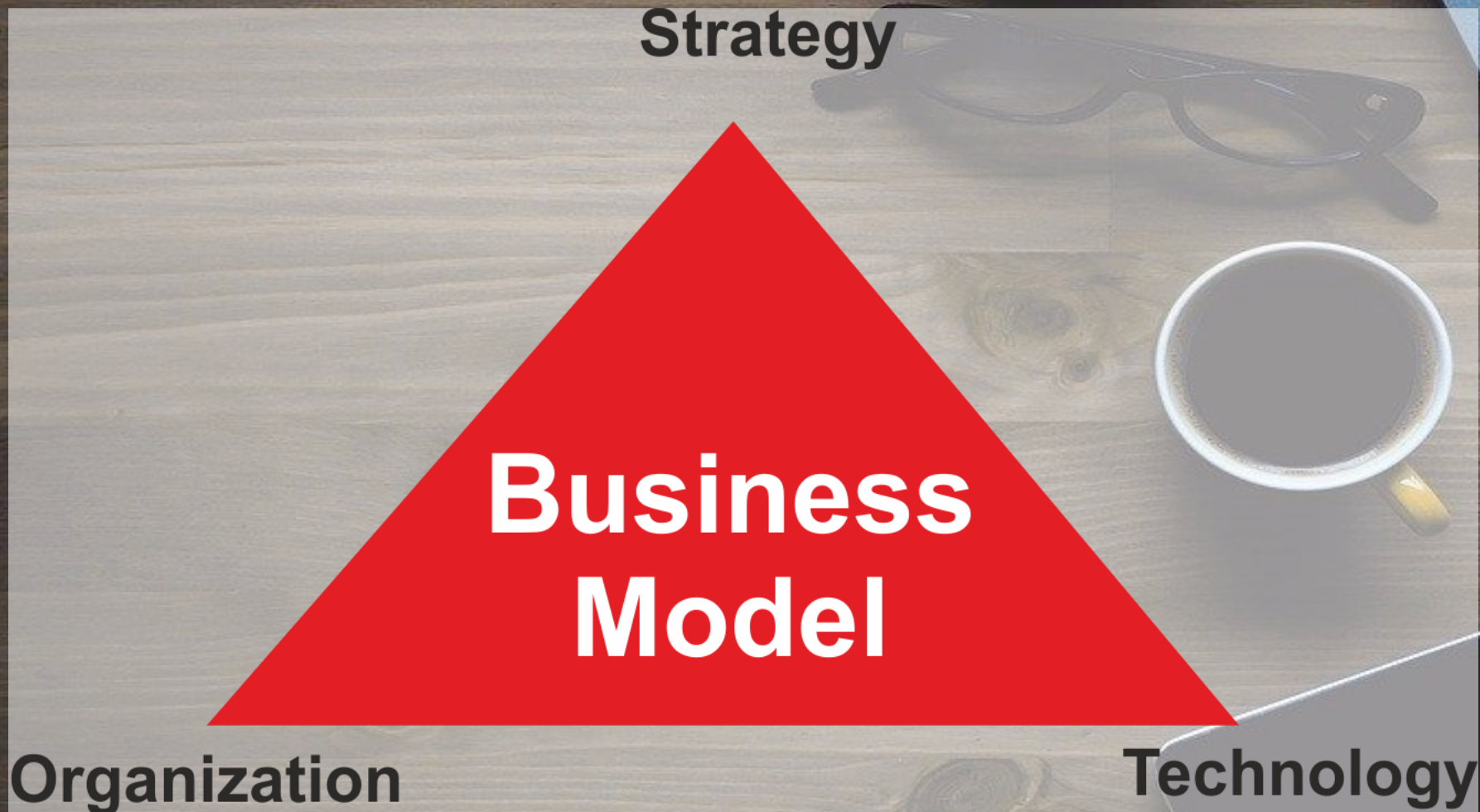


YOUR INVESTOR



SELECT YOUR INVESTOR

Your Internet Business Model



ORGANIZATION

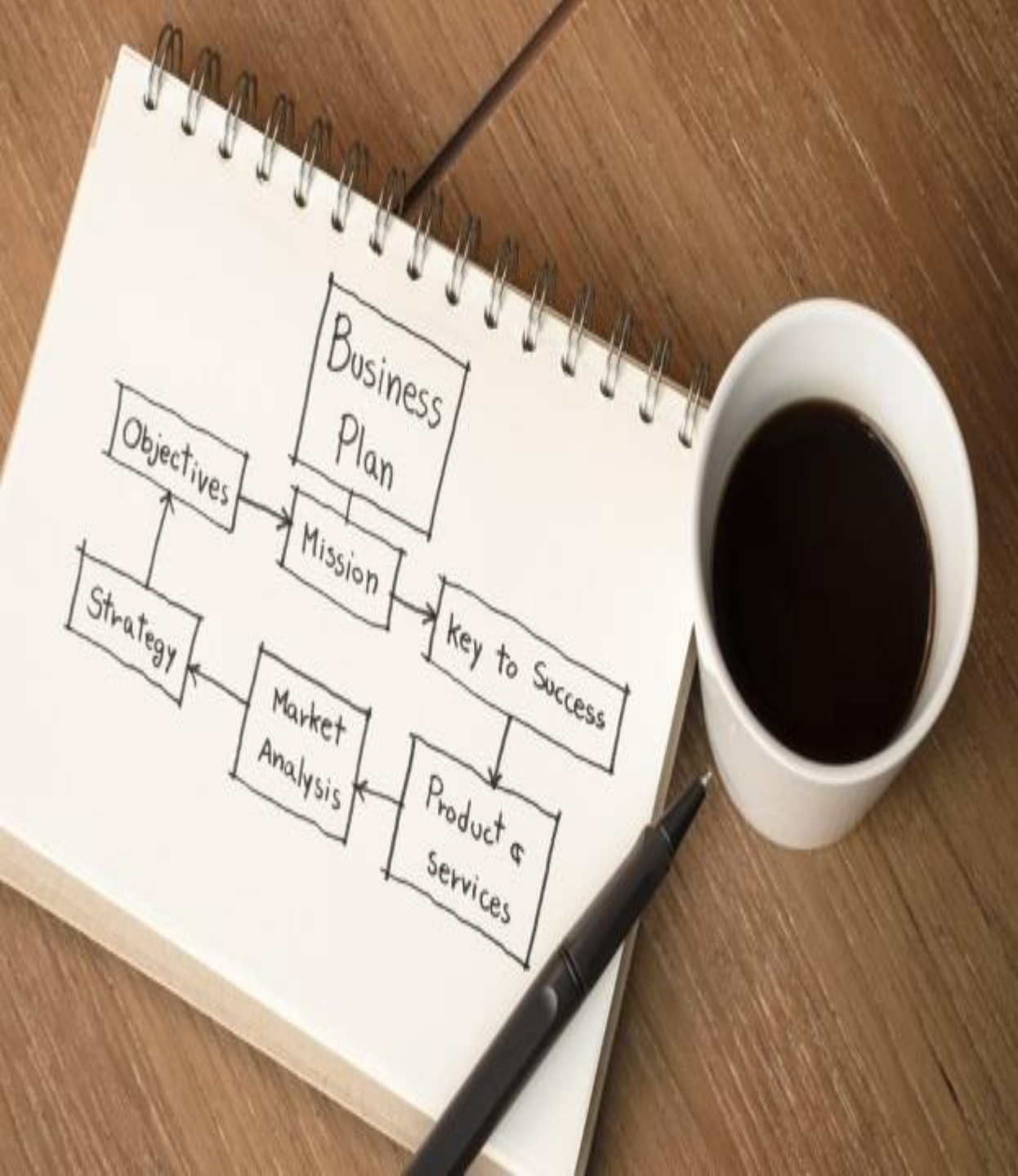


MAKING IT A LEGAL ENTITY





REGISTRATION AND INCORPORATION



Business Plan Documents Preparation

Company Secretary / CA Charges





DOMAIN NAME



BRANDING

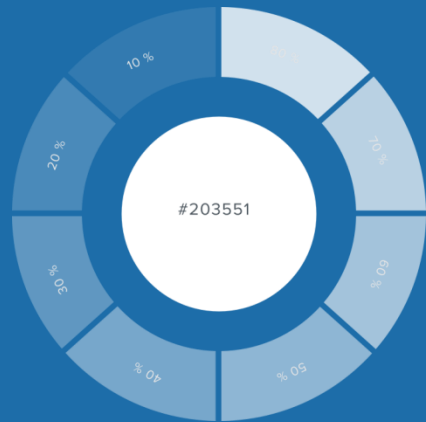
LOGO AND CORPORATE ID



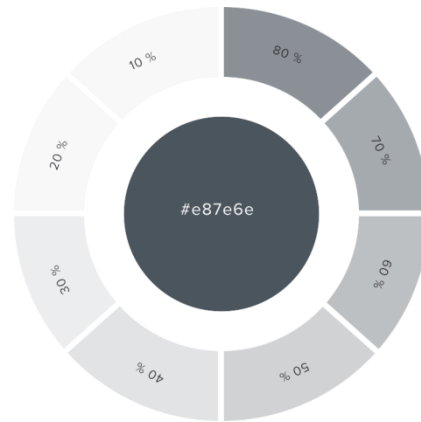
A + D + M



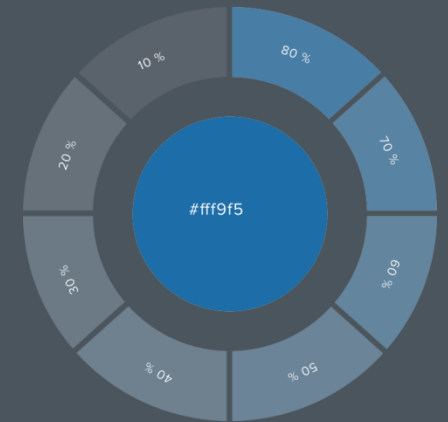




C M Y K
70 66 56 52



C M Y K
01 16 89 00



C M Y K
06 07 10 00



Regular

Aa Bb Cc Dd **Ee Ff** Gg -h Ii Jj

Kk **LI** Mm Nn Oo Pp Qq Rr Ss **Tt** Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Semibold

Aa Bb Cc Dd **Ee Ff** Gg -h Ii Jj

Kk **LI** Mm Nn Oo Pp Qq Rr Ss **Tt** Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd **Ee Ff** Gg -h Ii Jj

Kk **LI** Mm Nn Oo Pp Qq Rr Ss **Tt** Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



أشرف
DIGIMENTORS



9995 054 527
8129 831 531
9400 523 580

Crown Plaza , The Business Park,
Old Airport Doha, Qatar.
shan@bcc.business





شركة
DIGIMENTORS

9995 054 527
8129 831 531
9400 523 580
Crown Plaza, The Business Park,
Old Airport Doha, Qatar.
shan@bcc.business







JOHN DOE





HOME ABOUT CAREER SERVICES CONTACT

WELCOME!

TRENDY
BACKUP COLLECTION



HOME ABOUT CAREER SERVICES CONTACT

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

ADM DIGIMENTORS



أشيقر[®]
DIGIMENTORS

  /ashghardigimentors

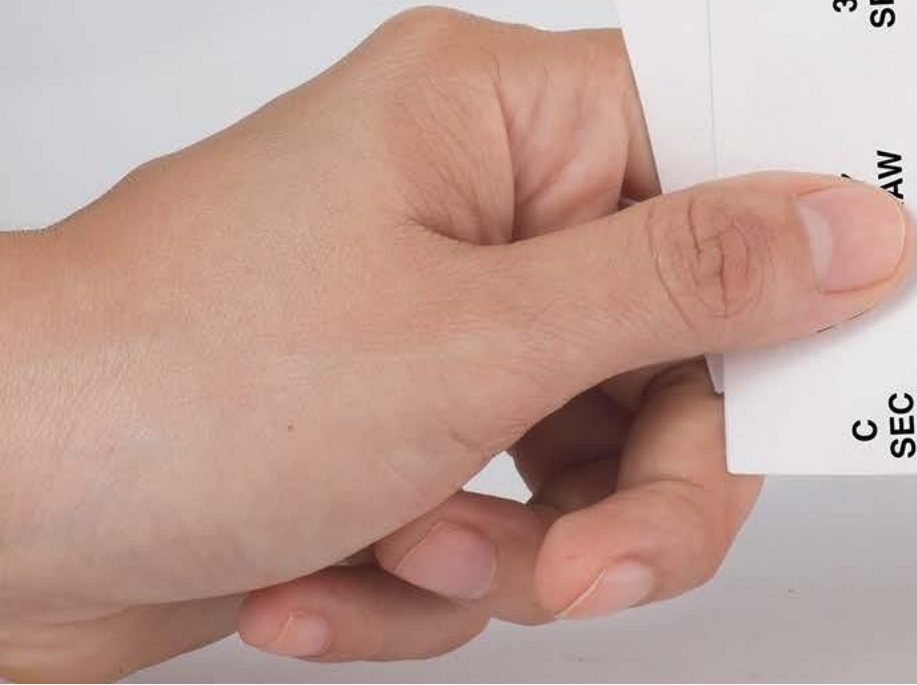






أشيقر
DIGIMENTORS

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries,



35
SEAT

35
SEAT

AW

C
SEC



أشيقر
DIGIMENTORS



أشيقر
DIGIMENTORS







BANK

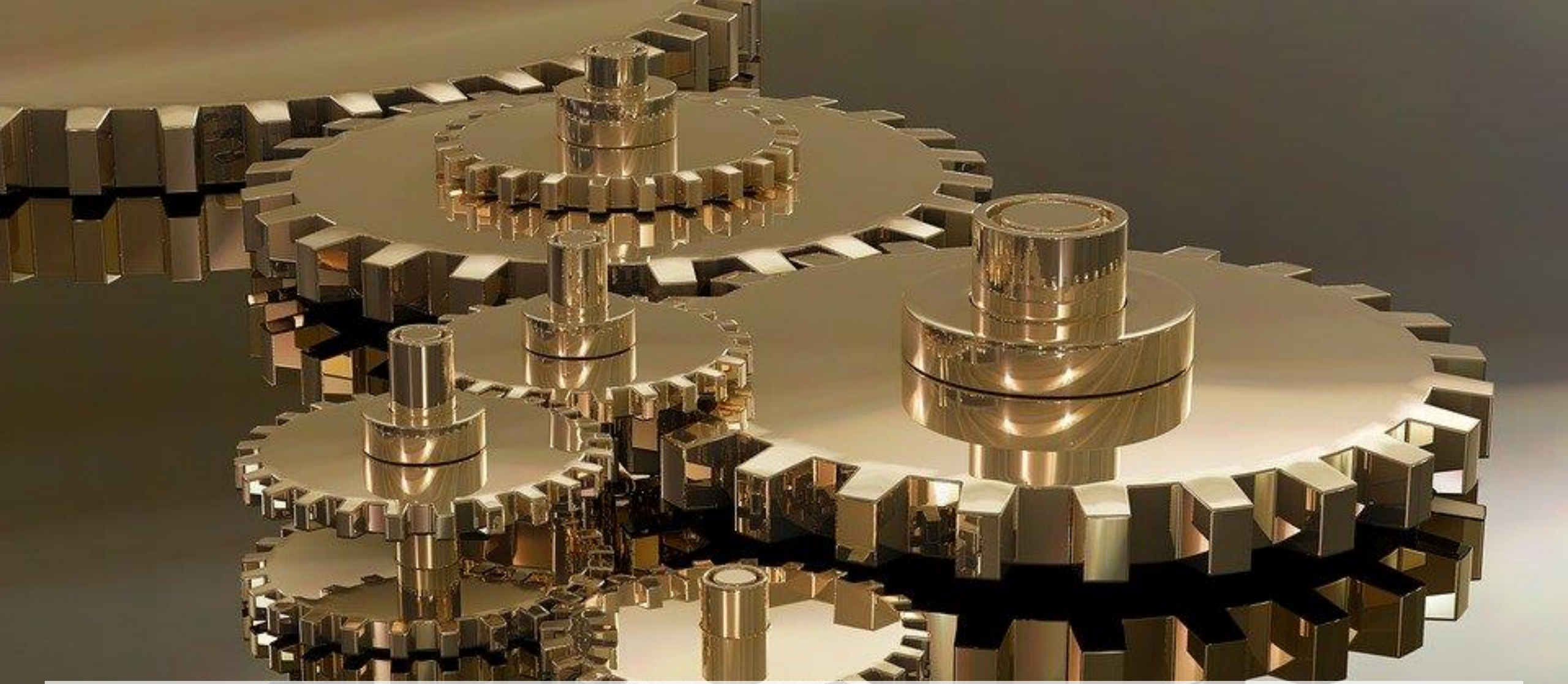
ACCOUNT



LICENSES

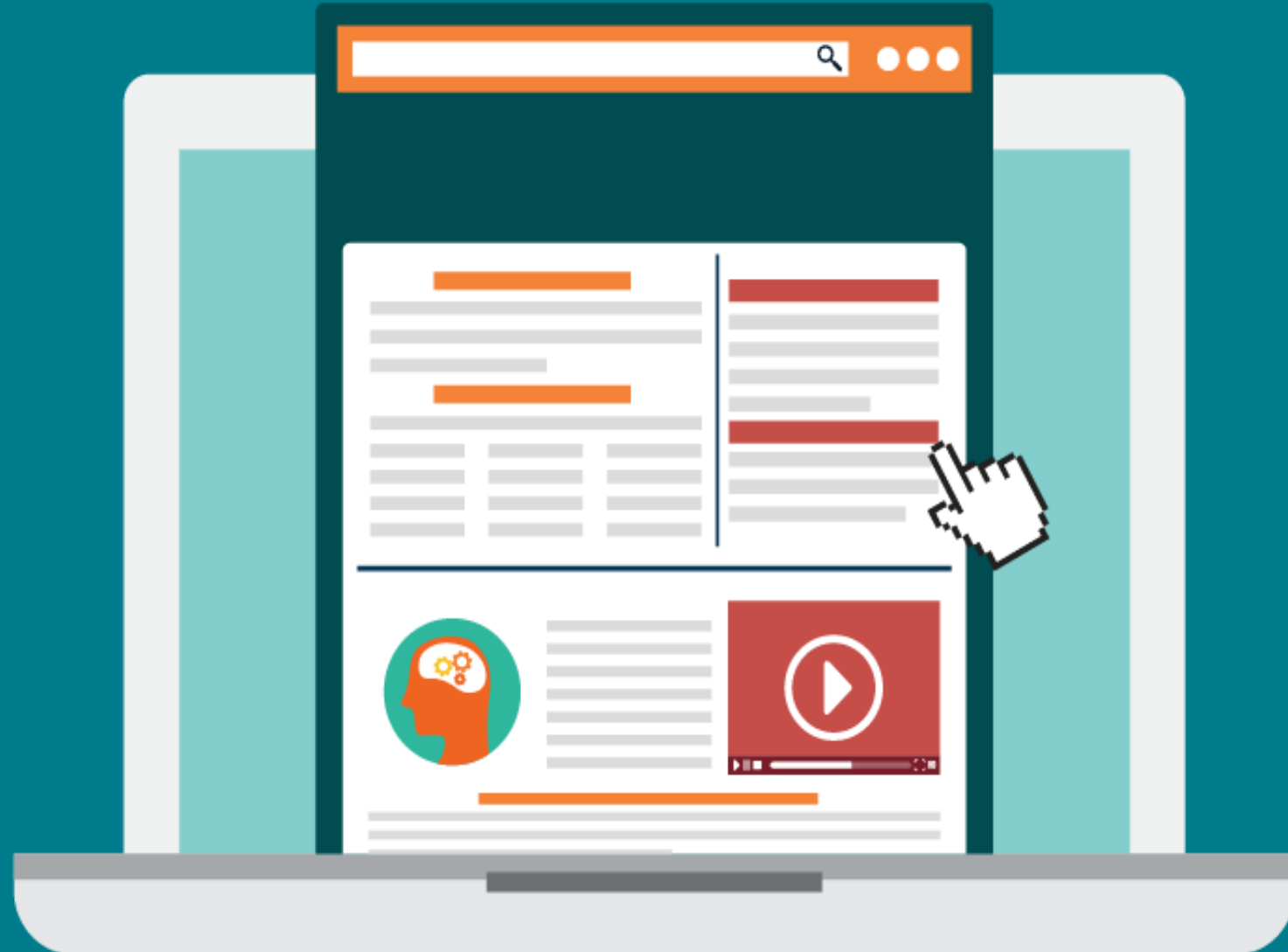
OFFICE INFRASTRUCTURE





TECHNICAL INFRASTRUCTURE

SETTING UP YOUR OWN WEBSITE/MOBILE APP





PROMOTIONS

PRODUCT SOURCING





CRM



CRM TOOLS



SEO



GOOGLE SEARCH RESULT PAGE



google search support



<https://support.google.com> ▾

Google Support

General Help Center experience. Next. How can we help you? [Google Chrome](#) · [Google Account](#) · [YouTube](#) · [Gmail](#) · [Google Play](#) · [Google Search](#) · [AdSense](#) ...
[Google Search Help](#) · [Google Account Help](#) · [Gmail](#) · [Custom Search](#)

<https://support.google.com> › [websearch](#) › [community](#) ▾

Community forum - Google Search Help - Google Support

Incorrect **Search** Results. Somebody as a cruel prank reported me missing about a year ago with some very inflammatory details · Why is **google** not allowing me ...

<https://support.google.com> › [customsearch](#) ▾

Custom Search Help - Google Support

Choose sites to include in your **search** engine · Edit your **search** engine with the Control Panel · Add custom **search** to your ... Verify your site in **Search** Console.

<https://www.google.com> › [contact](#) ▾

Contact us – Google

Visit Webmaster Central – the fastest way to get help with increasing traffic to your site, and see your site's crawling, indexing and **search** traffic data.

<https://www.google.com> › [webmasters](#) › [support](#) ▾

Get Help and Support for your Website - Google Webmasters

Have questions about **Search** Console, **search** rankings, security issues or content on your site? Find the right **support** channel here.

<https://developers.google.com> › [custom-search](#) › [docs](#) › [support](#) ▾

Support | Custom Search | Google Developers

Mar 25, 2019 - **Support**. For **support**, visit the Help Center or the Help Community. Except as otherwise noted, the content of this page is licensed under the ...

ADVERTISING

SUCCESS

OPTIMIZATION

SEARCH

ANALYSIS

PAY PER CLICK

STRATEGY

WWW

KEYWORDS

MARKETING



SEM
SEARCH
ENGINE
MARKETING

Search Engine Marketing

SUCCESS

25%

PLAN

GOOGLE FIRST PAGE SEARCH RESULT

[Google AdWords - Online Advertising by Google](#) ← (1)

[adwords.google.com/](#)

Advertise with Google **AdWords** ads in the Sponsored Links section next to search results to boost website traffic and sales. With Google **AdWords** pay-per-click ...

[Keyword Tool](#)

Enter one keyword or phrase per line to see what related word ...

[Help Center](#)

Google Chrome. A browser built for speed, simplicity and ...

[Google Ads](#)

Already have an AdWords account? Login now. How it works ...

[Google Analytics](#)

Use Google Analytics to learn which online marketing ...

[AdWords Signup](#)

[AdWords Express](#)

Use Google AdWords Express to advertise your local business on ...

[More results from google.com »](#)

[AdWords - Wikipedia, the free encyclopedia](#) ← (2)

[en.wikipedia.org/wiki/AdWords](#)

Google **AdWords** is Google's main advertising product and main source of revenue. Google's total advertising revenues were USD\$28 billion in 2010. **AdWords** ...

[Inside AdWords](#) ← (3)

[adwords.blogspot.com/](#)

5 hours ago – Google's official blog for news, information, and tips on **AdWords**.

[Google AdWords \(adwords\) on Twitter](#) ← (4)

[twitter.com/adwords](#)

The official channel for info & updates from the Google **AdWords** team. ... **AdWords** SMB Specialists explain how to set up your account to generate effective ...

[Google AdWords Advertising and How to Advertise on Google](#) ← (5)

[www.perrymarshall.com/google/](#)

Discover the Google **AdWords** Strategies that will Help You to Beat the **AdWords** System and Double the Customers on Your Website in 30 Minutes or Less, with ...

[AdWords - Grade Your Google AdWords Account Performance](#) ← (6)

[www.wordstream.com/google-adwords](#)

Get a free, instant report on your Google **AdWords** account performance with the **AdWords** Performance Grader. It's a free PPC audit in under a minute!

[AdWords How Tos, Guides and Tutorials - Redfly Online Marketing ...](#) ← (7)



[www.redflymarketing.com/adwords-tutorials/](#)

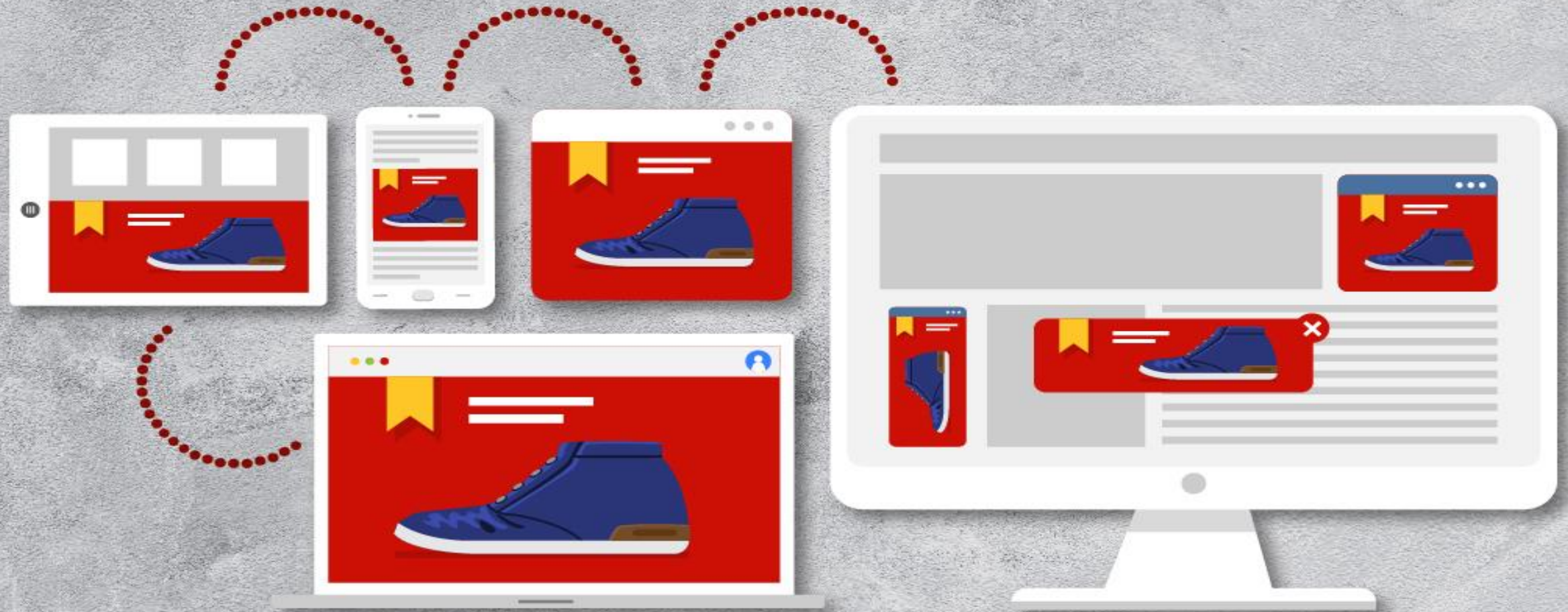
Mar 12, 2010

Get the Flash Player to see this video about quality score.

Welcome to the Redfly Marketing Google **AdWords** ...

[More videos for adwords »](#)

Remarketing Retargeting



A hand is shown typing on a laptop keyboard. The background is a dark, textured surface with a digital overlay of various email icons, including envelopes and '@' symbols, in white and gold. A central banner contains the text 'EMAIL MARKETING'.

EMAIL MARKETING

BUSINESS

PROMOTION

AFFILIATE MARKETING

PPC

CUSTOMER

INTERNET



PUBLISHER

WEBSITE



ADVERTISER

VENDOR



PPS



MERCHANT

MANAGEMENT

NETWORK

CLIENTS

DEVELOPER

ADVERTISER

OFFER

PUBLISHER

INTERNET

VISITOR

PPC

CUSTOMER

PUBLISHER

ADVERTISER

OFFER

PUBLISHER

INTERNET

VISITOR

PPC

CUSTOMER

PUBLISHER

ADVERTISER

OFFER

PUBLISHER

INTERNET

VISITOR

PPC

CUSTOMER

PUBLISHER

ADVERTISER

OFFER

PUBLISHER

INTERNET

VISITOR

PPC

CUSTOMER

PUBLISHER

ADVERTISER

OFFER

PUBLISHER

INTERNET

VISITOR

PPC

CUSTOMER

PUBLISHER

SOCIAL MEDIA





SOCIAL NETWORKING SITES



**Streaming
Videos Sites**

You Tube

veoh

metacafe

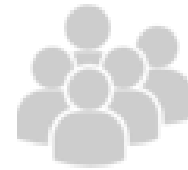
vimeo



Blogs

**THE
HUFFINGTON
POST**

TMZ



Micro Blogs

**posterous[®]
SPACESSM**

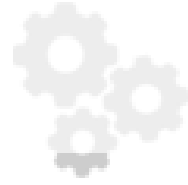
tumblr.

friendfeed

dailybooth



Wikis



WIKIPEDIA
МІКІПЕДІЯ

wiki
How



WIKINEWS



Instant Messengers



skype™



WhatsApp



WeChat





MARKETING AUTOMATION



Email Marketing



Web Tracking



Lead Scoring



Nurture Marketing



SMS Messaging



Campaign Tracking



Form Capture



Surveys



Landing Pages



Social Discovery



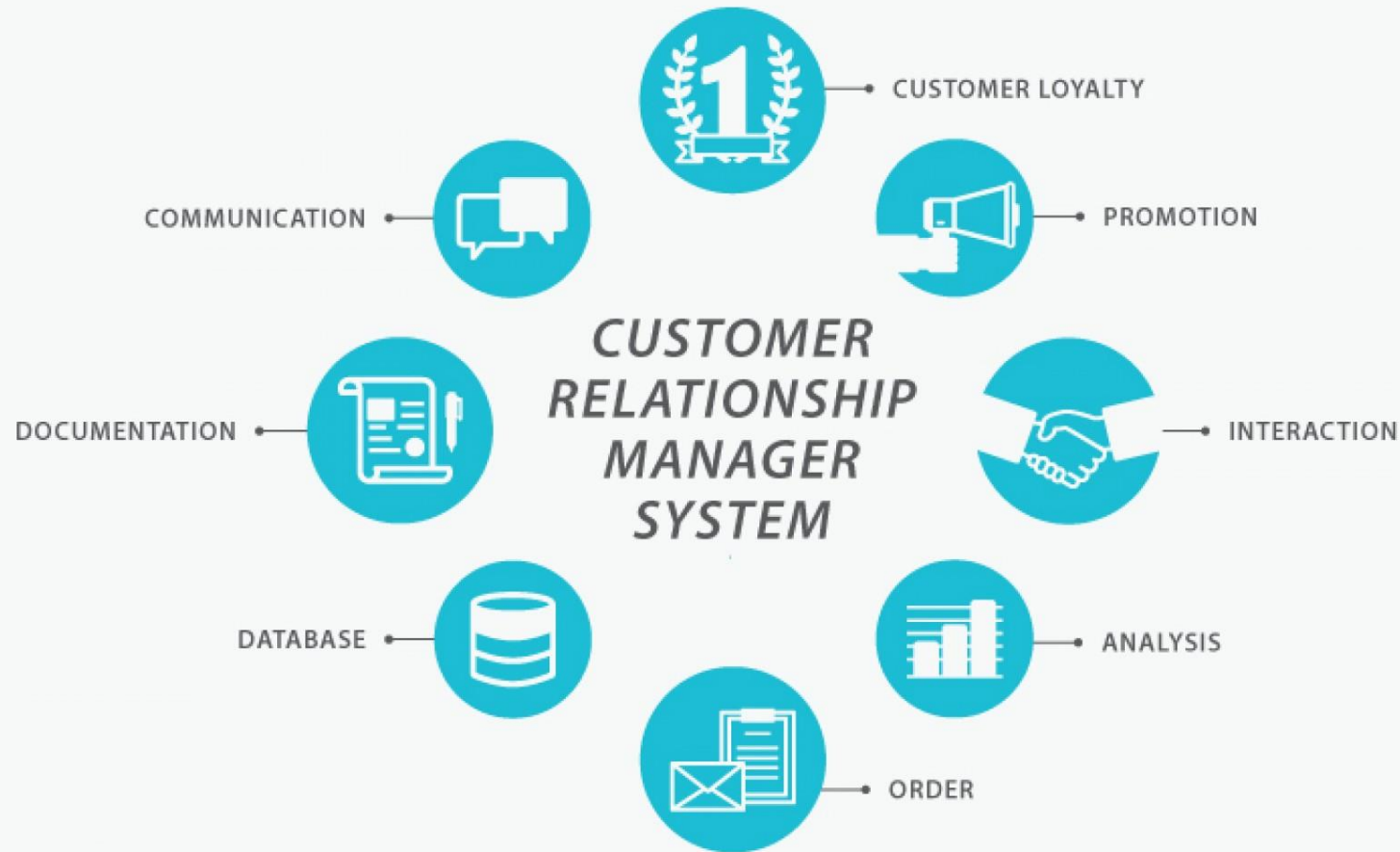
Integrations
(GoToWebinar)



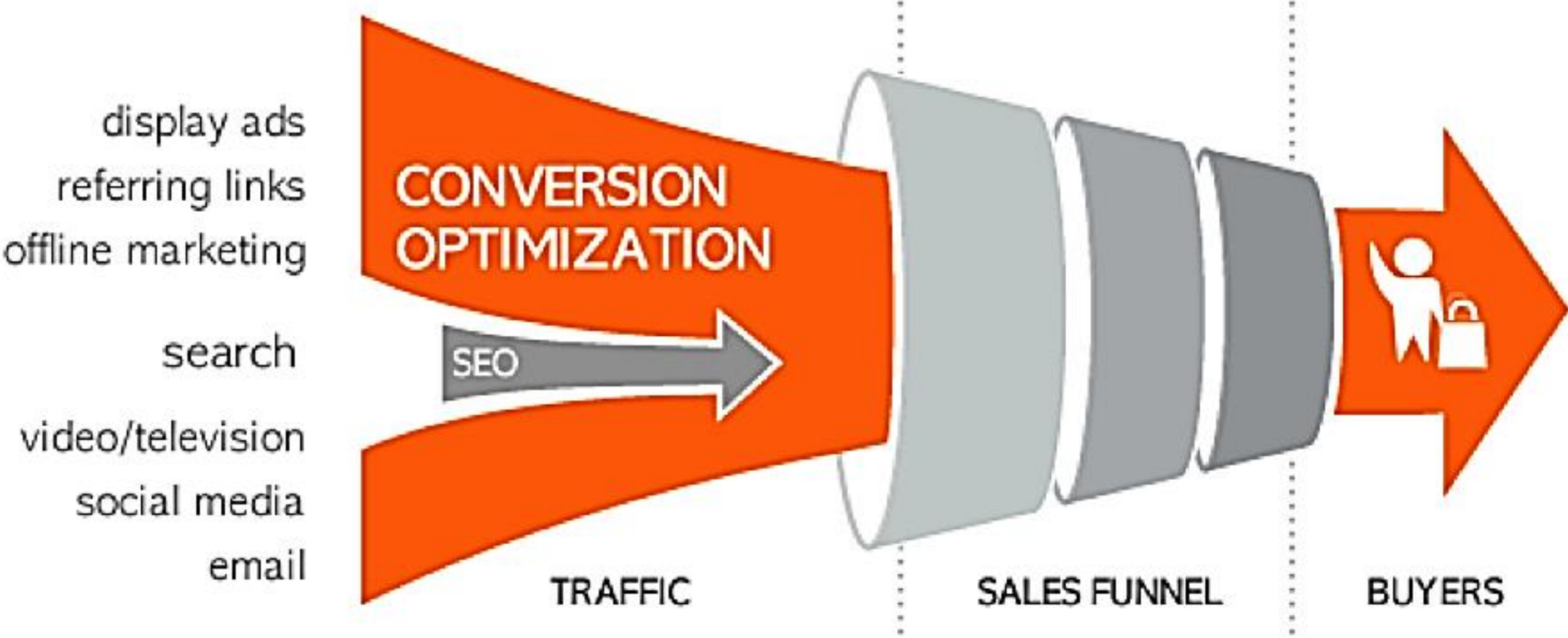
Training & Support

CUSTOMER RELATIONSHIP MANAGEMENT TOOLS

CRM



CONVERSION OPTIMIZATION TOOLS



CAMPAIGN MANAGEMENT

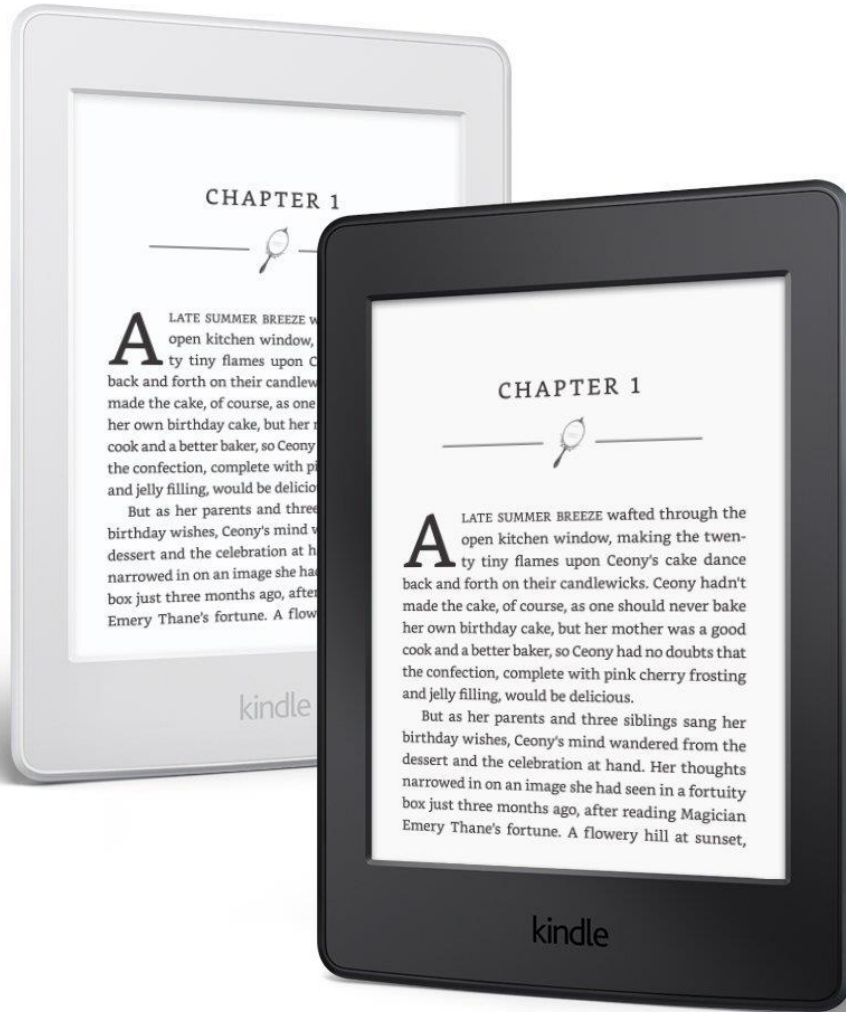




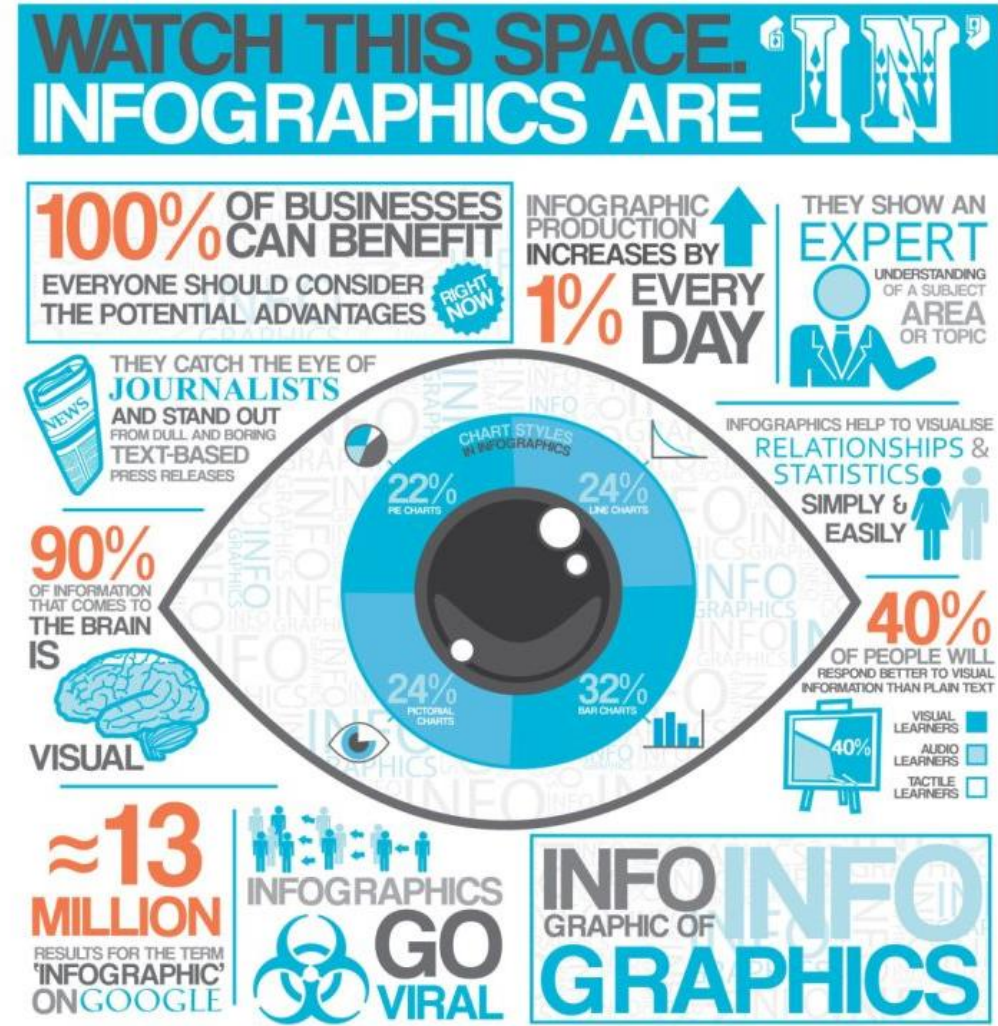
Bakhtiar Zein/Shutterstock.com

CONTENT MANAGEMENT SYSTEMS

Content Marketing



E-book



Infographics

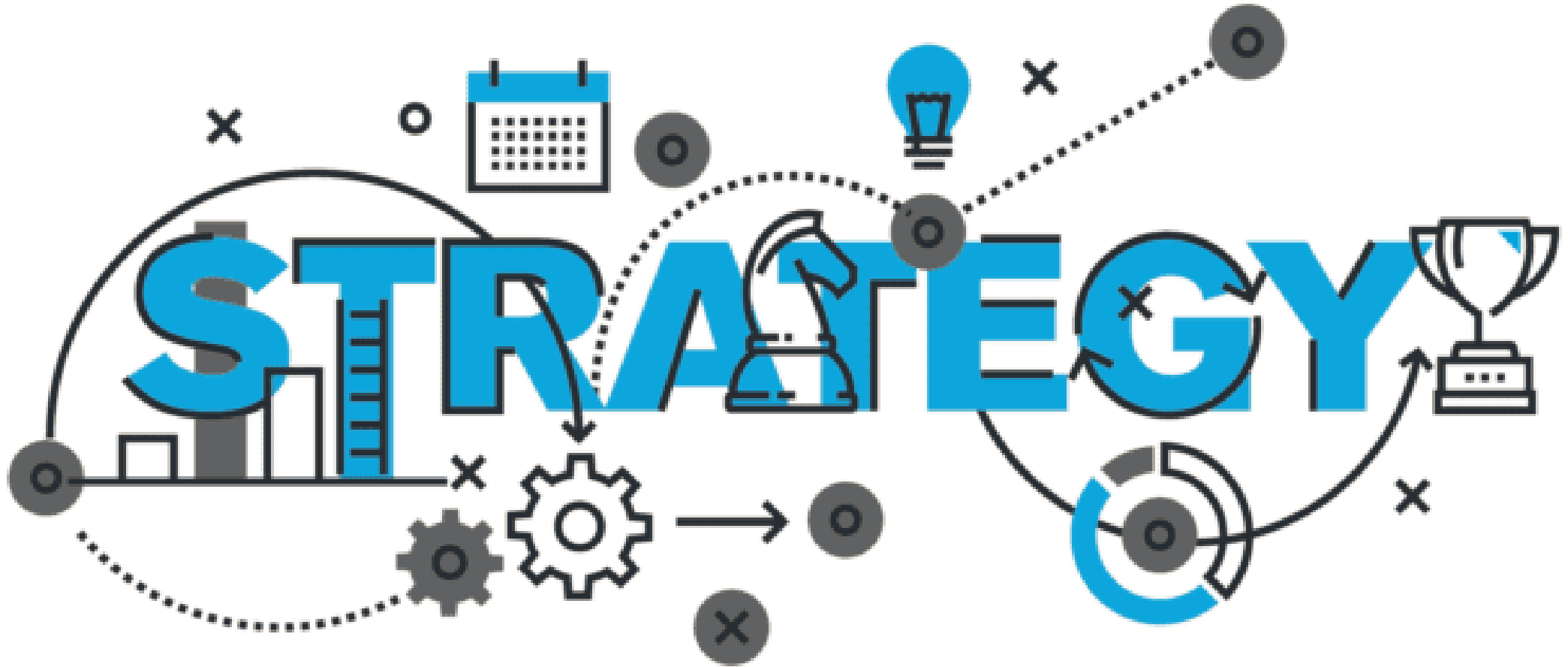
Mobile Marketing



SMS

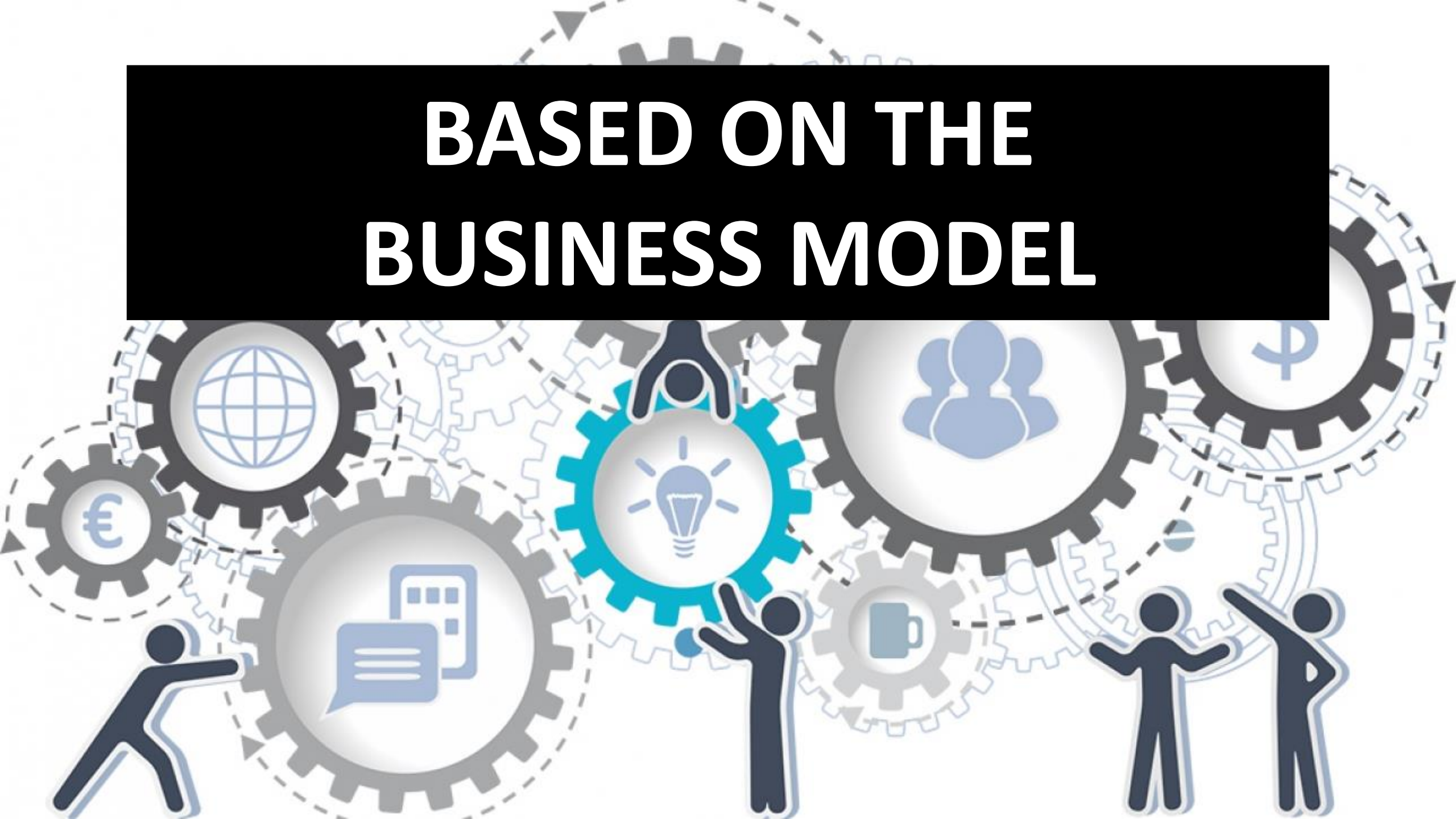


Q R Code

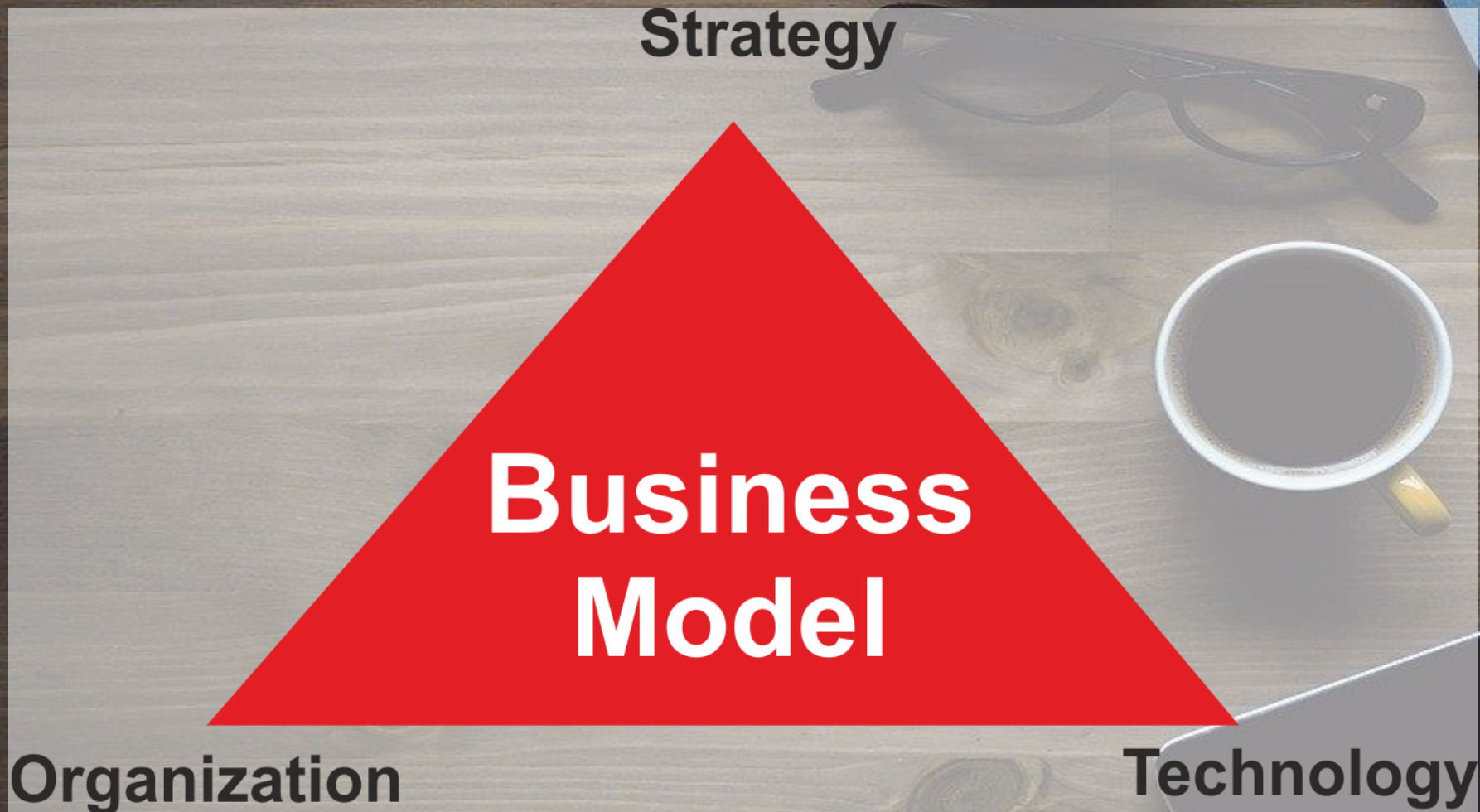


REQUIREMENTS

BASED ON THE BUSINESS MODEL



Your Internet Business Model



PROMOTIONS, CAMPAIGNS, AND COMMUNICATIONS





**MANPOWER (SALARY, FEES,
COMMISSIONS, ETC.)**

A photograph of a warehouse interior. The scene is filled with numerous stacks of brown cardboard boxes. In the foreground, several boxes are stacked on the floor, some with shipping labels and symbols like 'fragile', 'keep dry', and 'upward arrows'. In the background, tall metal shelving units are also filled with boxes, creating a sense of depth and abundance. The lighting is soft and even, highlighting the texture of the cardboard and the structure of the shelves.

STOCKS AND INVENTORY

LOGISTICS





**ALL KINDS OF RESOURCES ARE
BASED BUSINESS MODELS AND VISION**

HOW TO GET FUNDED?



FUNDING AND INVESTMENT





STARTUP FUNDING

10 WAYS TO FIND INVESTORS FOR YOUR STARTUP



10

HERE ARE TEN
WAYS TO FIND
THE RIGHT
INVESTOR FOR
YOUR START-UP



1. ANGEL NETWORKS



You can find that angel investor who not only will invest in your start-up, but will also sit on your shoulder, offering mentorship, solid advice, and provide access to their network of contacts.

2.

CROWDFUNDING

SITES



Crowdfunding sites provide you with access to many different types of investors.



CROWDFUNDING



Startup



Innovation



Platform



Contribution



Money



Collaborative



Support



Growth



Return



3. Incubators and Accelerators

YOUR START-UP IS YOUR BABY, AND YOU WANT IT TO GROW AND FLOURISH, SO WORKING WITH AN INCUBATOR OR ACCELERATOR GIVES YOU A WHOLE HOST OF INVESTOR RESOURCES TO WATCH THAT BUSINESS GROW UP AND SUCCEED.





These investors are primarily interested in taking on a bigger role to help turn your idea into a viable business model and provide funding sources to make it happen.



4.

Small
BUSINESS

ADMINISTRATION



They primarily offer small business loans and grants, but these may be exactly what you need and are available with fair terms without having any interference or expectations that they will get a stake in your business.





5. PROFESSIONAL SOCIAL NETWORKING SITES

Beyond LinkedIn, which is still a place to look for investors, numerous professional social networking sites have launched that can help connect you with all types of investors across all industry specializations and business segments.





Some professional social networking sites to consider for investor connections include EFactor, Xing, Plaxo, Startup Nation, Cofoundr, and Meetup.



6.

PRIVATE EQUITY FIRMS



The objective is to sell their stake a few years after investment to reap a significant profit from investing in your start-up.

7. ONLINE LENDING PLATFORMS





With the incredible restrictions now involved with getting a bank loans for a start-up, new solutions have emerged through the advent of online lending platforms that serve a similar function.

8. PERSONAL MARKETING EFFORT



A close-up, shallow depth-of-field photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a blue and white checkered shirt. The laptop screen is open and shows a webpage with a grid of text and images, though the content is out of focus. The background is a blurred office environment with a desk and some greenery.

Putting yourself out there where investors are bound to find you, including a website, social networking sites, guest posts on established blogs and personal blog posts, conversations on Quora, and traditional media outlets.

9. Friends and Family





Finding an investor in a friend or family member isn't a hard sell because they already believe in you and are passionate about helping you succeed.

10.

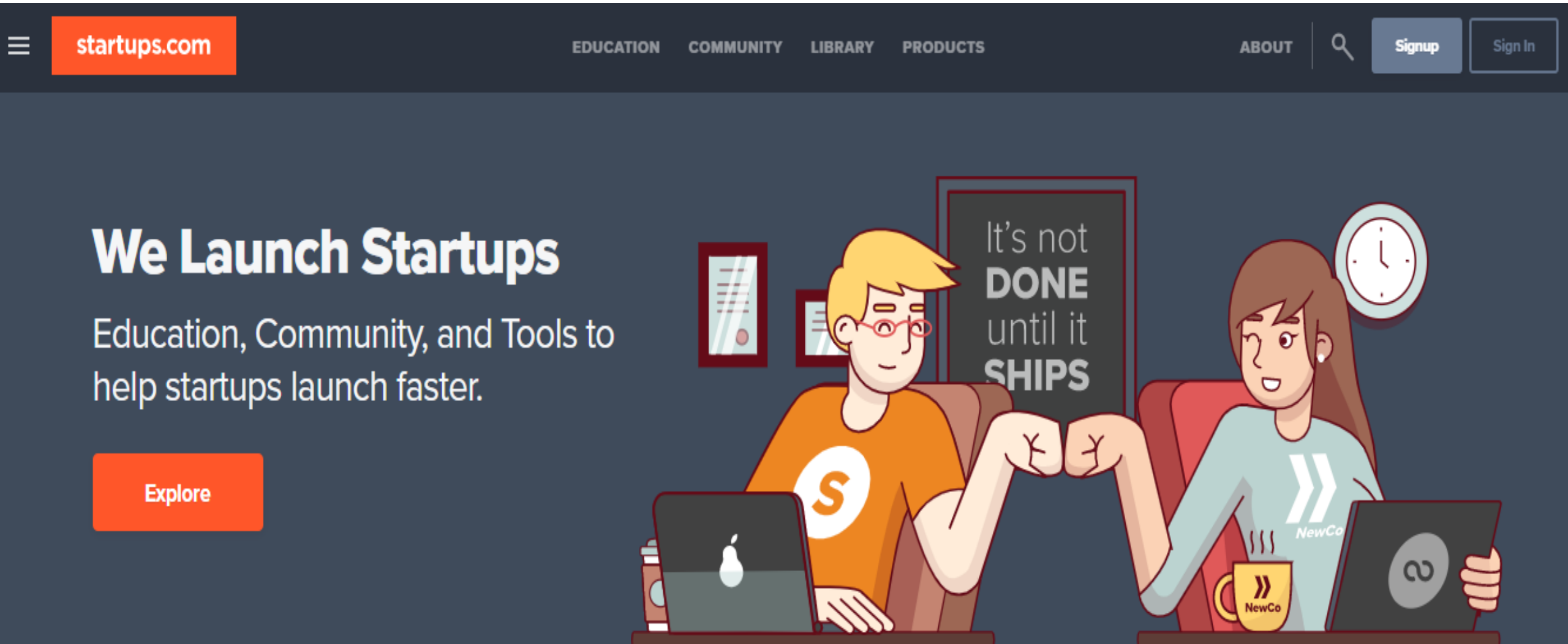
STARTUP

LAUNCH PLATFORMS



Companies have launched specific platforms that provide information, research, and assistance with all aspects of getting a business launched, including ways to connect with investors.

Companies like startups.co are providing a convenient channel for locating investors in an efficient way.



We Launch Startups

Education, Community, and Tools to help startups launch faster.

Explore

FINANCIAL BOOTSTRAP PING





VENTUR E CAPITAL



Money provided by investors to start up firms and small businesses with perceived long-term growth potential.



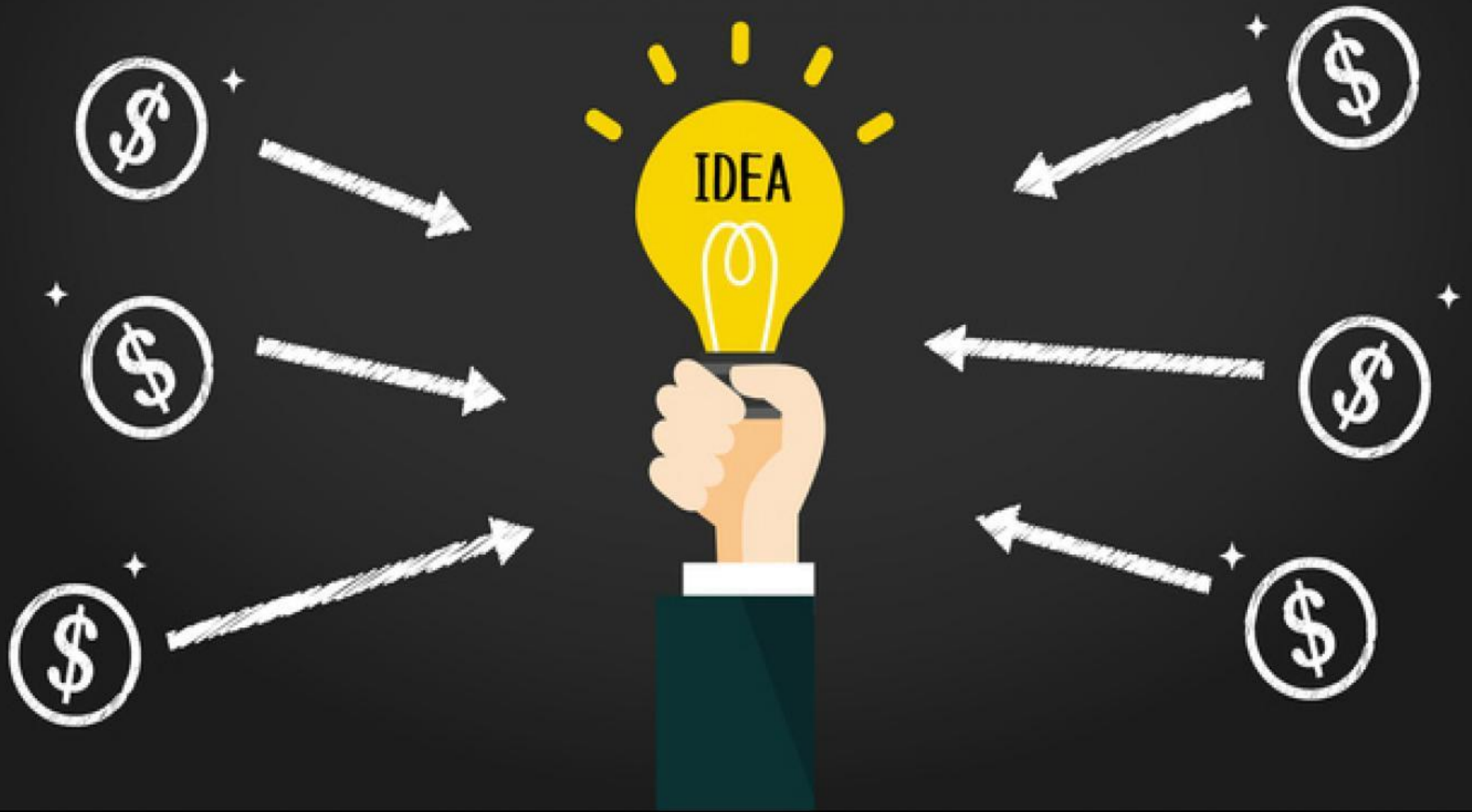
Entails high risk for the investor, but it has the potential for above-average returns.

FIRMS THAT RAISED FUNDS THROUGH VENTURE CAPITAL



ANGEL INVESTMENT





CROWDFUNDING

The 7 Best Crowdfunding Sites Of 2020



BEST OVERALL

KICKSTARTER

www.kickstarter.com

Explore Start a project

KICKSTARTER
[#BlackLivesMatter](#)

Search  Log in

Arts Comics & Illustration Design & Tech Film Food & Craft Games Music Publishing

FEATURED PROJECT



SEEUS95: Self-Adhering Clear N95 Face Mask

RECOMMENDED FOR YOU



ZX Spectrum Next - Issue 2

454% funded

By Henrique Olifiers



A Life On The Farm - Feature Documentary

30% funded

By Sonderbar Pictures




A RADICAL ALTERNATIVE TRANSPARENT...

335% funded


By SEEUS95



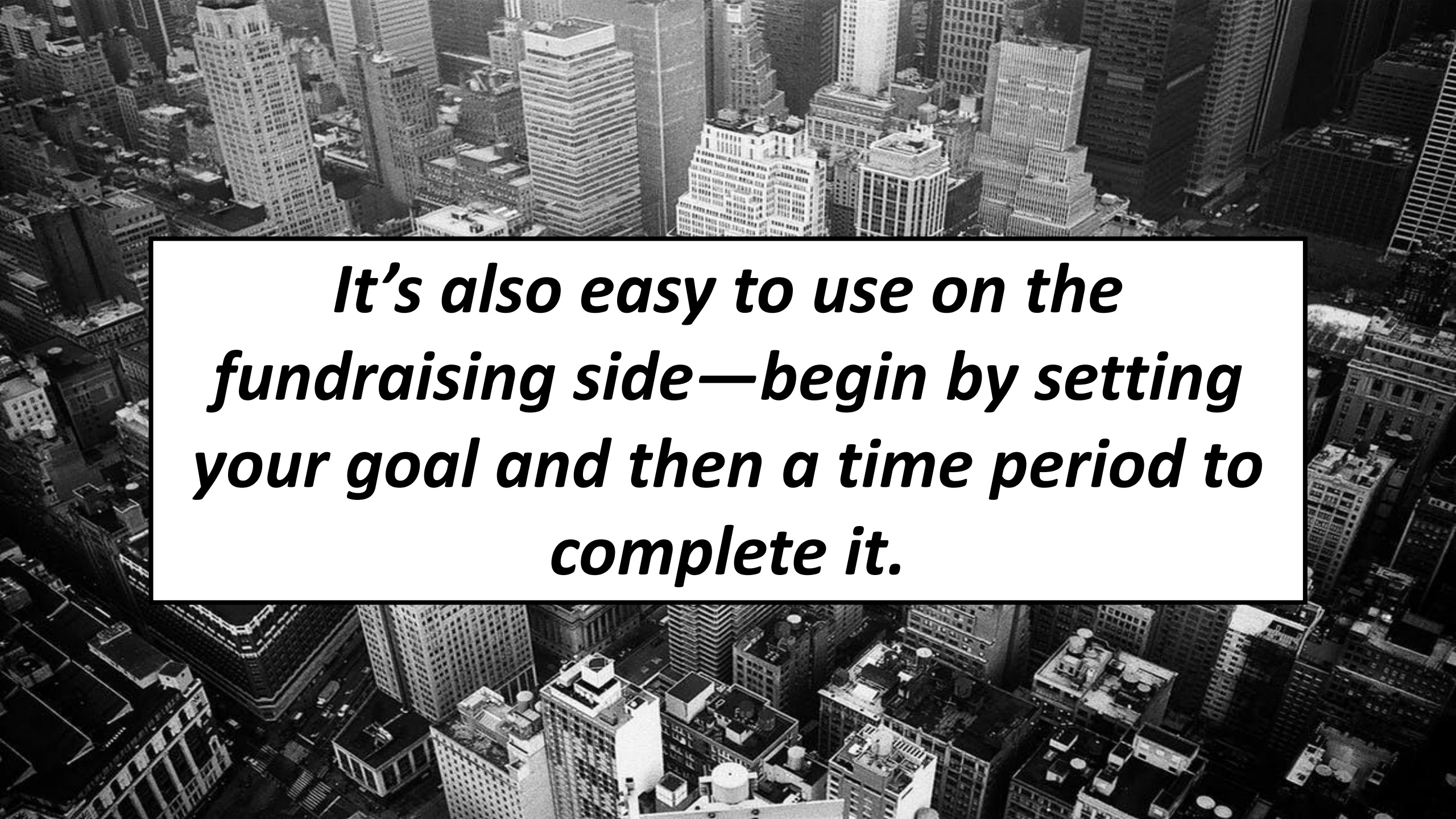
Activate Windows
Go to Settings to activate Windows.



Kickstarter is one of the biggest names when it comes to crowdfunding, known for helping tech and creative entrepreneurs fund their projects before getting a loan or raising money for venture capital.



The company has raised over \$5 billion with more than 182,000 (as per June 2020) projects funded since its inception in 2009.

An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular text box with a black border is centered over the image, containing the following text:

It's also easy to use on the fundraising side—begin by setting your goal and then a time period to complete it.

Before your campaign can launch, you'll have to be approved by Kickstarter.

KICKSTARTER



INDIEGOGO[®]

www.indiegogo.com

INDIEGOGO

Explore ▾

What We Do

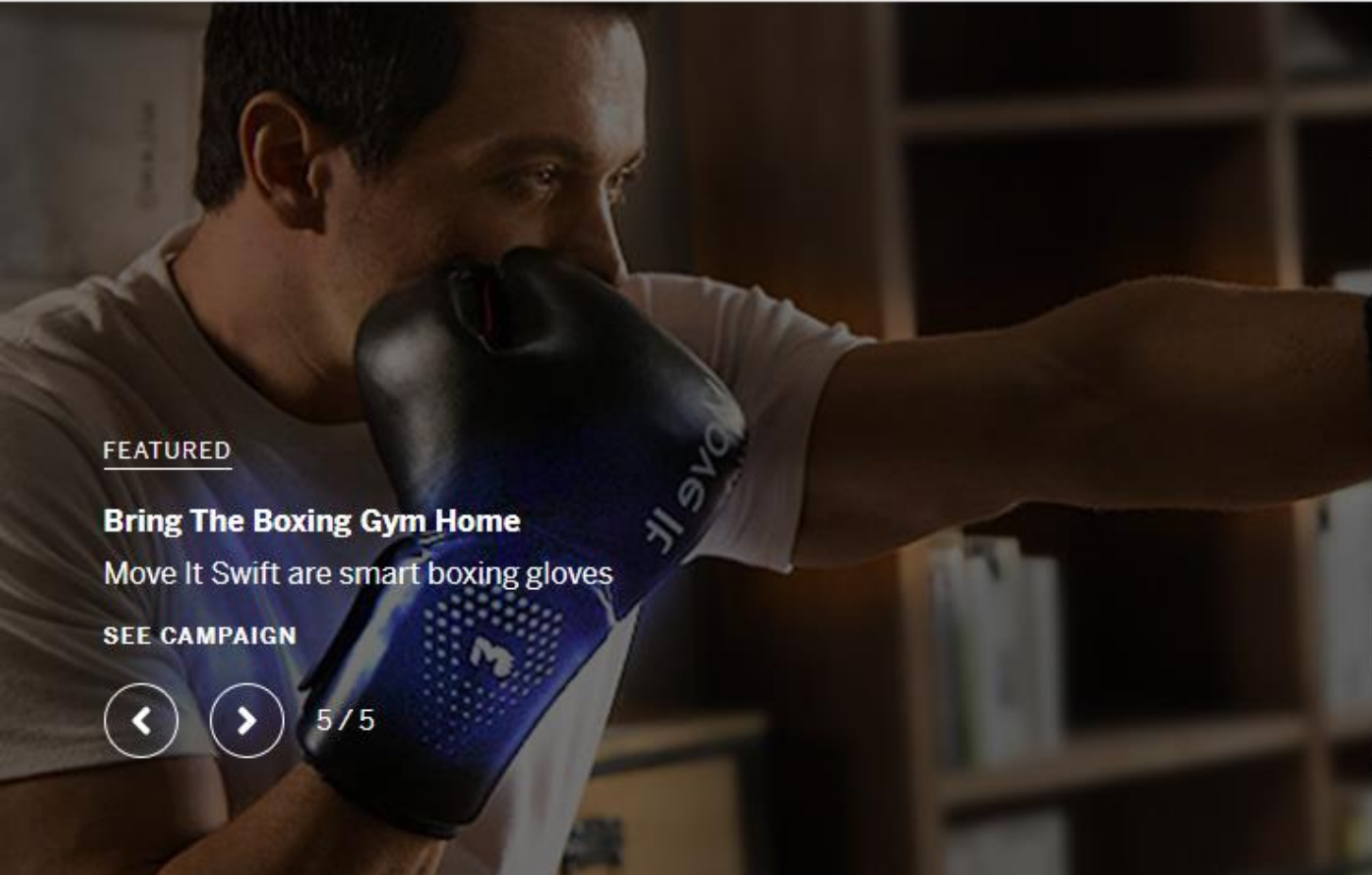


For Entrepreneurs

Start a Campaign

Log In

Sign Up



FEATURED

Bring The Boxing Gym Home

Move It Swift are smart boxing gloves

SEE CAMPAIGN



5 / 5

Find it first on Indiegogo.

Indiegogo is where early adopters and innovation seekers find lively, imaginative tech before it hits the mainstream.

SIGN UP NOW

LEARN MORE

Popular Projects

Activate Windows

Go to Settings to activate Windows

An aerial photograph of a busy city street intersection. A large crowd of pedestrians is crossing a zebra crossing. The street is paved with light-colored tiles and has white dashed lines. There are some green bushes and a utility pole on the left side. The overall scene is bright and sunny.

The crowdfunding platform works similarly to Kickstarter, except it doesn't have an exclusively all or nothing fundraising model.



causes

www.causes.com

We've updated our Privacy Policy! Check it out here:

[Privacy Policy](#)



[Join](#)


[Sign In](#)



Support the people and causes that inspire you. Campaign to make a difference.

[Join now](#)

Causes is the place to discover, support and organize campaigns, fundraisers, and petitions around the issues that impact you and your community 🌍

An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular box with a black border is centered over the image, containing text.

Causes is the world's largest online campaigning platform focused on social, political, and cultural issues.

An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular box with a black border is centered over the image, containing text.

***It boasts over 186 million
users in 156 different
countries.***



patreon

www.patreon.com

Product ▾ For creators ▾ Pricing Resources ▾ Starter kits

Find a creator

Log in

Create on Patreon

We use cookies to improve your experience using this site. [More information](#)

Accept

Change the way art is valued

Let your most passionate fans support your creative work via monthly membership.

Get started



Activate Windows
Go to Settings to activate Windows.

Show all

download (1).html

An aerial photograph of a busy city street intersection. The scene is filled with pedestrians walking across a crosswalk and along the sidewalks. The street has white dashed lines and a large black text box is overlaid in the center. The text is white and reads:

Patreon is popular among digital creatives, such as YouTubers, podcasters, and bloggers.

An aerial, high-angle photograph of a busy city street intersection. The scene is filled with a large crowd of pedestrians walking across the street and sidewalks. The street has white dashed lines and a crosswalk with white stripes. There are some green bushes and a utility pole on the left side. The overall atmosphere is one of a bustling urban environment.

***Patreon collects a 2.9-
percent fee and 35 cents
from each pledge.***

An aerial photograph of a busy city street intersection. The scene is filled with a large crowd of pedestrians walking across a crosswalk and along the sidewalks. The street has white dashed lines and a large white crosswalk. The surrounding area includes a utility pole, some greenery, and a building. The overall atmosphere is one of a bustling urban environment.

The site boasts two million active patrons and over 100,000 active creators.



***Patreon is actually
the fifth
largest crowdfunding
site behind GoFundMe,
Kickstarter, Indiegogo,
and TeeSpring.***

A stylized sun icon with a semi-circular orange base and three rounded orange rays extending upwards, all enclosed in a white outline.

go fund me™

www.gofundme.com

Search | Discover ▾ | Fundraise for ▾



How it works ▾

Sign in

Start a GoFundMe

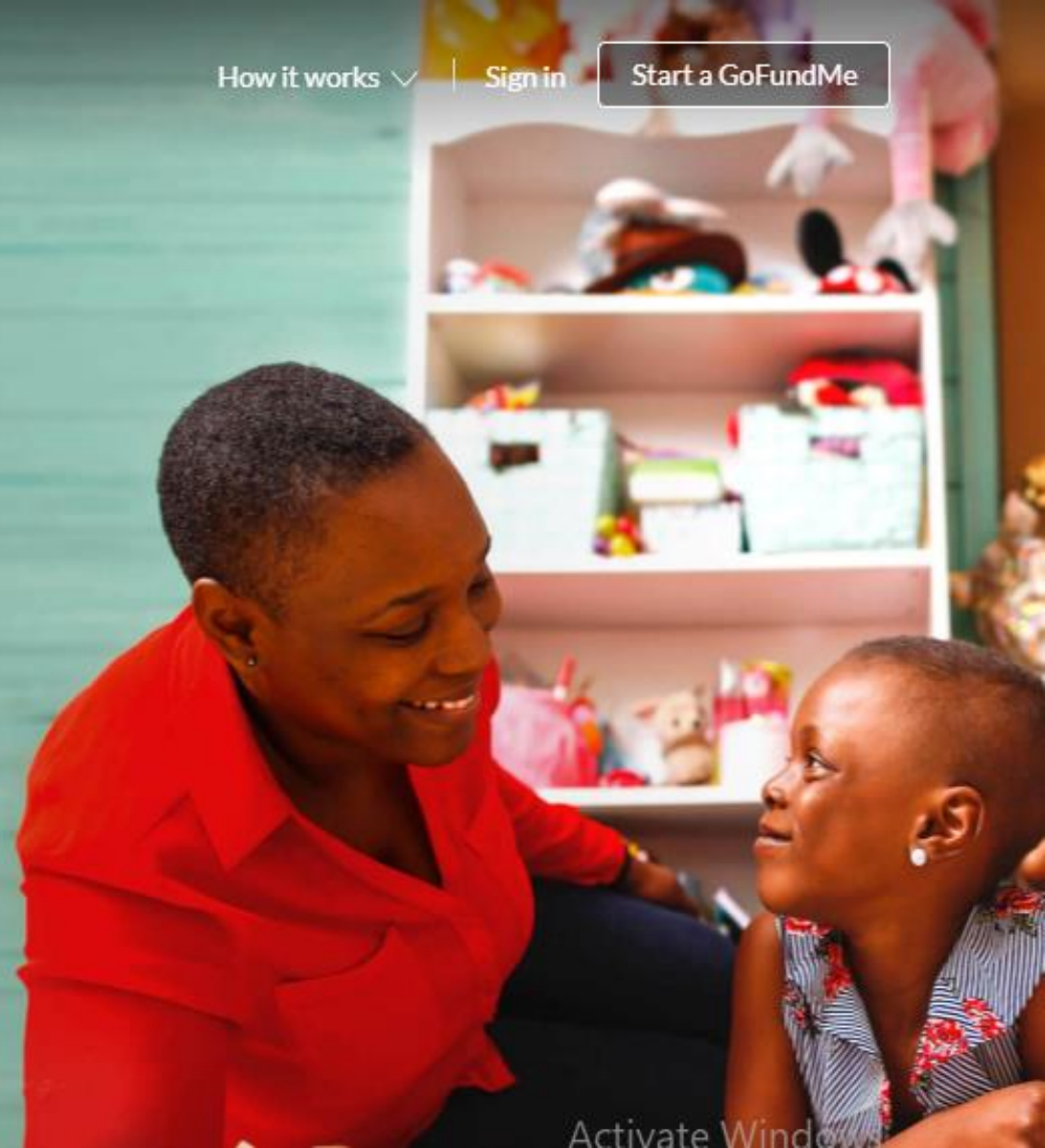
Fundraising for the people and causes you care about

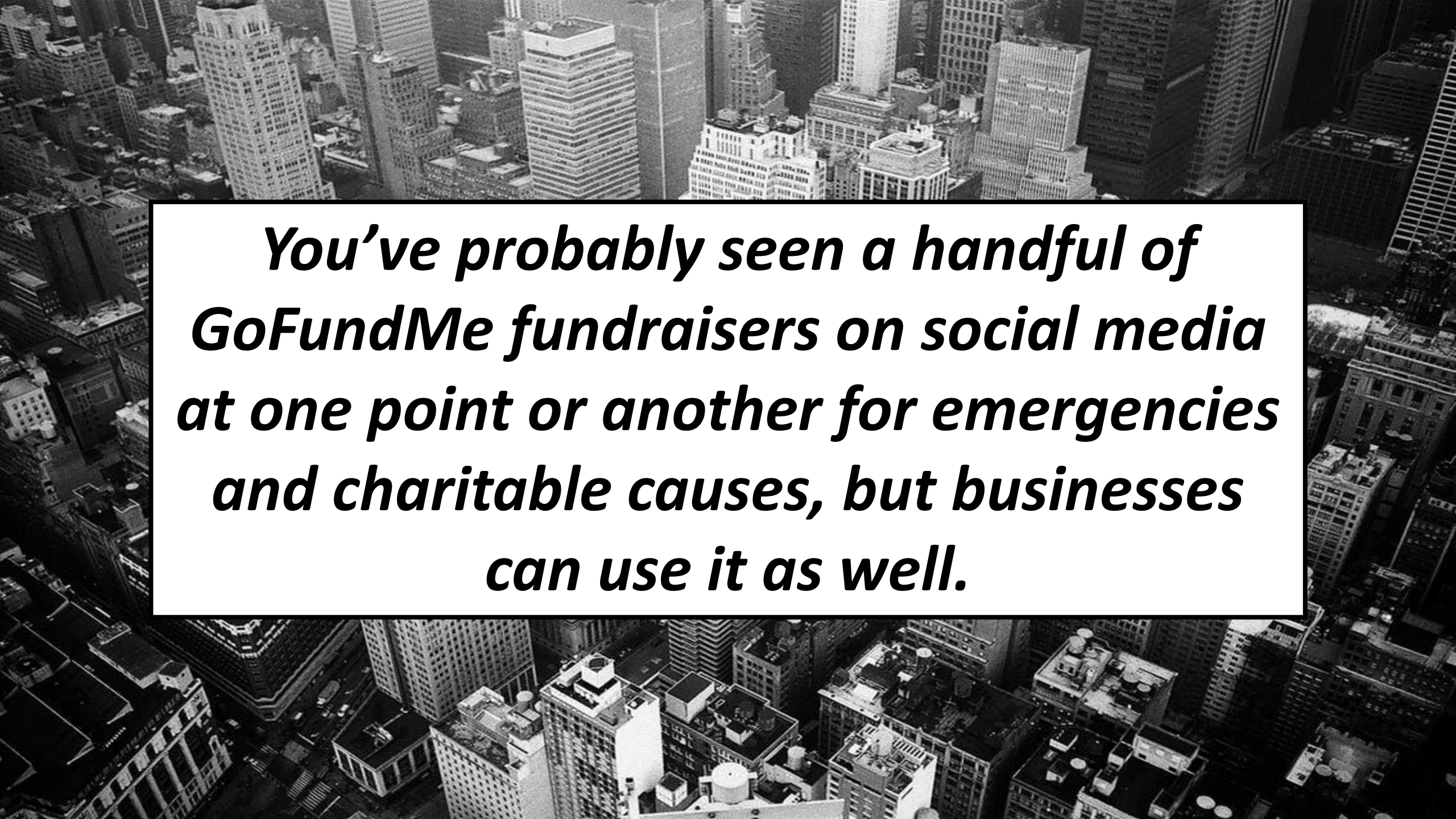
Get Started Today.

Start a GoFundMe


Cancer survivor Jennv raised \$66k to help other children in New York going through chemo.

Activate Windows





You've probably seen a handful of GoFundMe fundraisers on social media at one point or another for emergencies and charitable causes, but businesses can use it as well.

An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular box with a black border is centered over the image, containing text.

***The crowdfunding site collects a
2.9-percent processing fee and
30 cents for every donation.***

CircleUp

https://circleup.com/

CircleUp

HELIO

CREDIT

EQUITY

INSIGHTS

LEARN MORE

Get Started




Creating a transparent and
efficient market to drive
innovation for consumer brands

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Activate Windows



If you're building a consumer brand, it's worth looking into CircleUp, which has helped raise \$260 million dollars for 196 startups.

An aerial photograph of a busy city street intersection. A large crowd of pedestrians is crossing a zebra crossing. The street is paved with asphalt and has white dashed lines. There are traffic lights and a utility pole visible. The scene is brightly lit, suggesting a sunny day.

It offers both equity capital and credit financing.



LendingClub

www.lendingclub.com

COVID-19 Response: In these uncertain times, we want you to know you can count on us.

[Learn More](#)



Personal loans up to \$40,000

[Personal Loans](#)

[Small Business Loans](#)

[Auto Refinancing](#)

Check your rate. It won't impact your credit score.


 Privacy & security
PROTECTION

\$ | How much do you need?

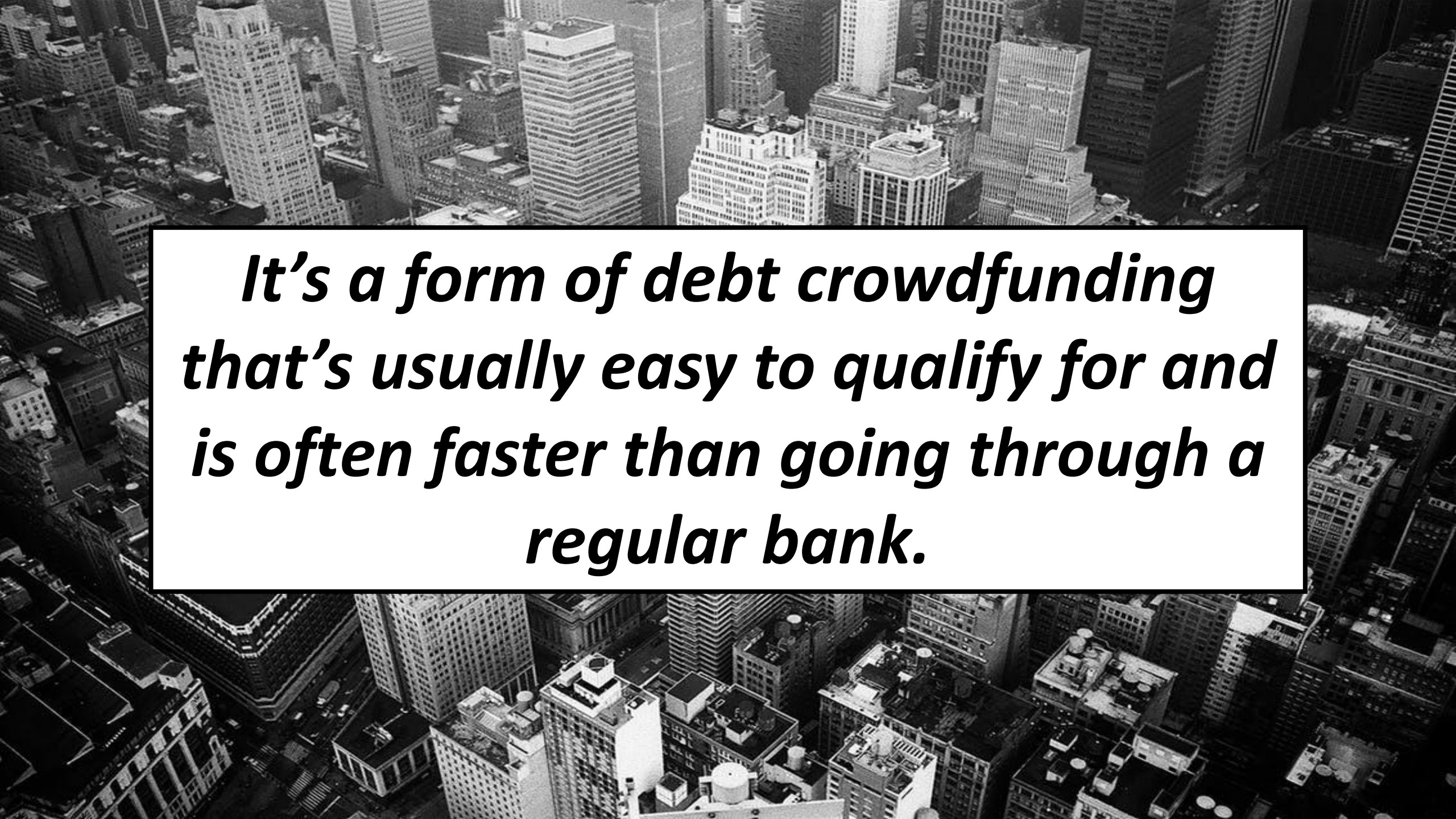
What's the money for? ▾

[Check Your Rate](#)

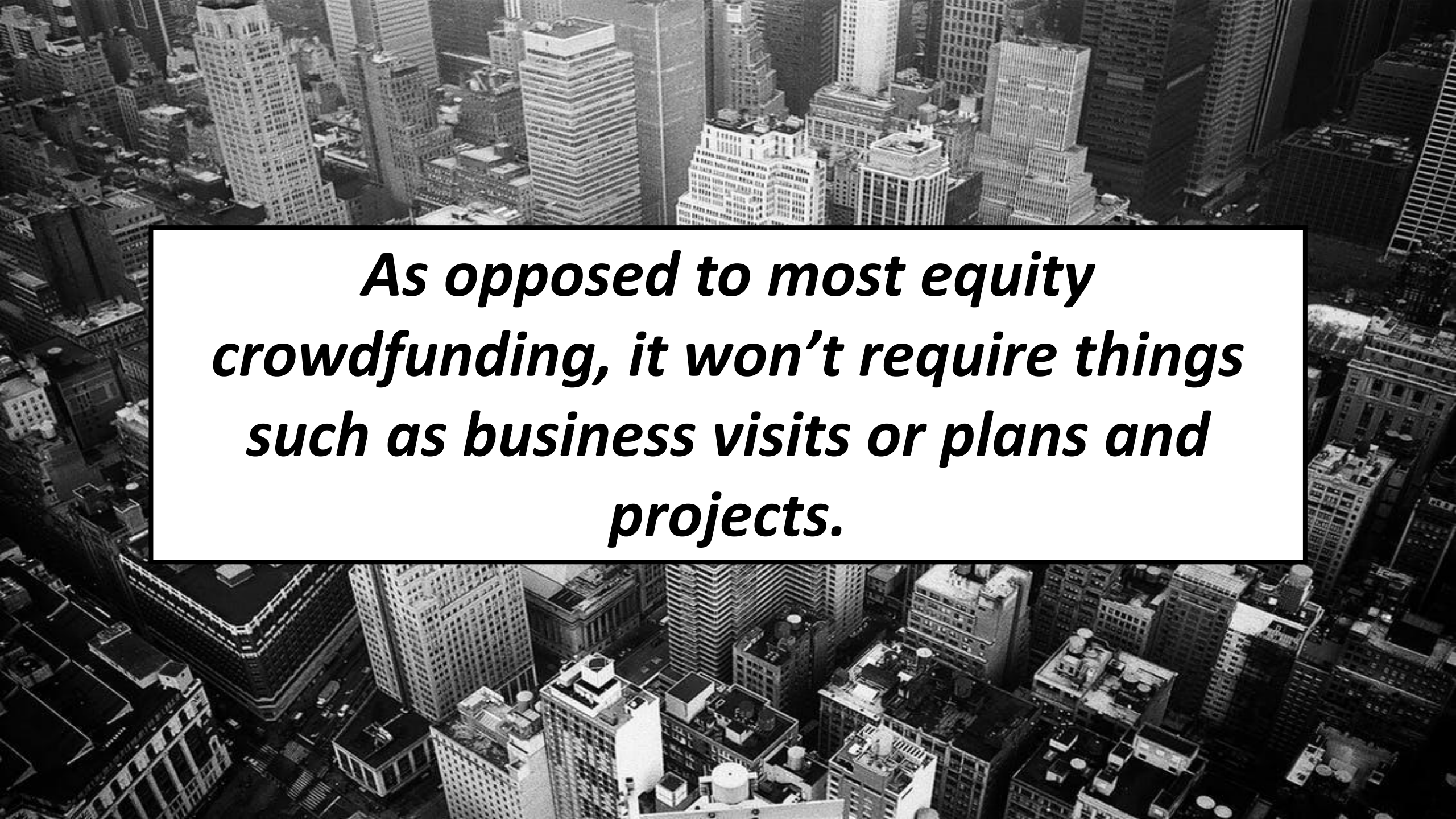
 [Respond to a mail offer](#)



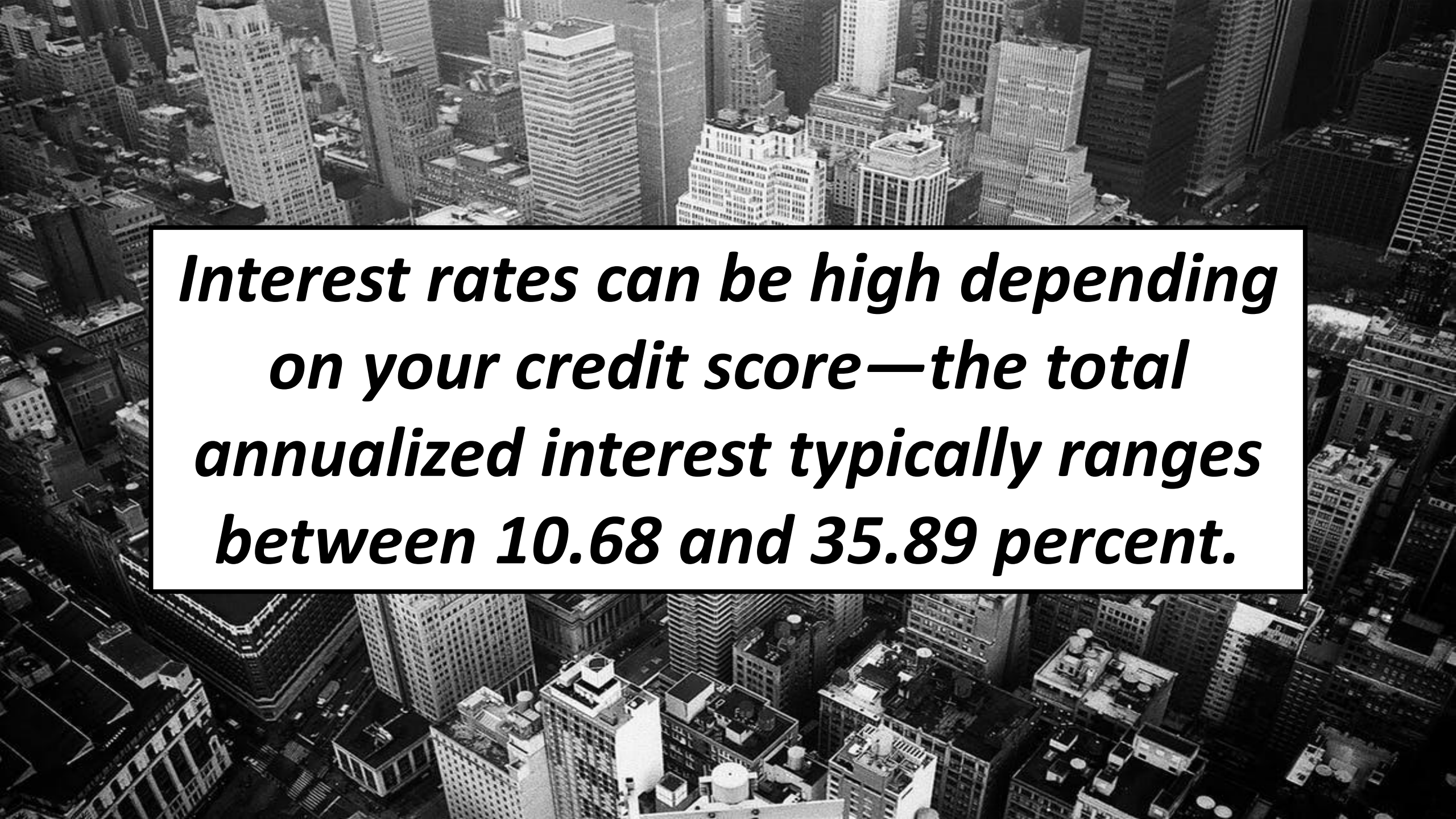
Lending Club is a crowdfunding site that provides up to \$40,000 for personal loans and up to 5300,000 for business loans.

An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular box with a black border is centered over the image, containing text.

***It's a form of debt crowdfunding
that's usually easy to qualify for and
is often faster than going through a
regular bank.***

An aerial, black and white photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers and buildings. A white rectangular text box is centered over the image, containing the following text in a bold, italicized, black font.

As opposed to most equity crowdfunding, it won't require things such as business visits or plans and projects.



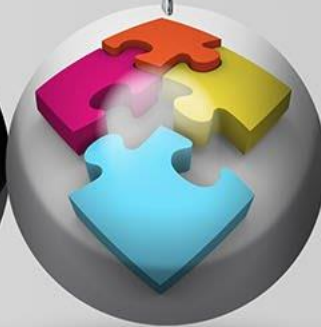
Interest rates can be high depending on your credit score—the total annualized interest typically ranges between 10.68 and 35.89 percent.

A desk setup featuring a dark grey binder with a white label that reads "GRANTS" in bold black letters. To the left is a black mesh pencil holder containing several colored pens and pencils. In the background, a small globe sits on a black stand. The desk surface is cluttered with various office supplies, including colorful paper clips, a ruler, and a calculator. The overall scene is dimly lit, with a dark overlay at the bottom.

GRANTS

**GOVERNMENT
GRANTS**


INVESTORS MEET



We welcome you to The Investors Meet in London, Kuala Lumpur, Qatar & Tokyo

STARTUP CAPITAL





What Is Startup Capital?

The term startup capital refers to the money raised by a new company in order to meet its initial costs.





Entrepreneurs who want to raise startup capital have to create a solid business plan or build a prototype in order to sell the idea.





Startup capital may be provided by venture capitalists, angel investors, banks, or other financial institutions covers any or all of the company's major initial costs such as inventory, licenses, office space, and product development.

Key Takeaways





Startup capital is the money raised by an entrepreneur to underwrite the costs of a venture until it begins to turn a profit.

Venture capitalists, angel investors, and traditional banks are among the sources of startup capital.



Next

VENTURE CAPITAL

START

SYSTEM

MANAGEMENT

SUCCESS



Many entrepreneurs prefer venture capital because its investors do not expect to be repaid until and unless the company becomes profitable.

The image features the word "STARTUP" in large, bold, blue 3D block letters. A small, orange and yellow rocket ship is positioned on top of the letter 'U'. The background is a light blue gradient filled with various white line-art icons representing business and technology, such as a bar chart, a calculator, a magnifying glass, a person icon, a globe, and a document. The text and rocket ship are reflected on a glossy surface below them.

STARTUP

How Startup Capital Works



Young companies that are just in the development phase are called startups.



These companies are founded by one or more people who generally want to develop a product or service and bring it to market.





This includes paying for the initial hires, obtaining office space, permits, licenses, inventory, research and market testing, product manufacturing, marketing, or any other expense.



TYPES OF STARTUP CAPITAL





Banks provide startup capital in the form of business loans—the traditional way to fund a new business.



Its biggest drawback is that the entrepreneur is required to begin payments of debt plus interest at a time when the venture may not yet be profitable.

Venture capital from a single investor or a group of investors is one alternative.



startupcapital

v/s

seedcapital



The term startup capital is often used interchangeably with seed capital.





Startup capital usually comes from professional investors.

Seed capital, on the other hand, is often provided by close, personal contacts of a startup's founder(s) such as friends, family members, and other acquaintances



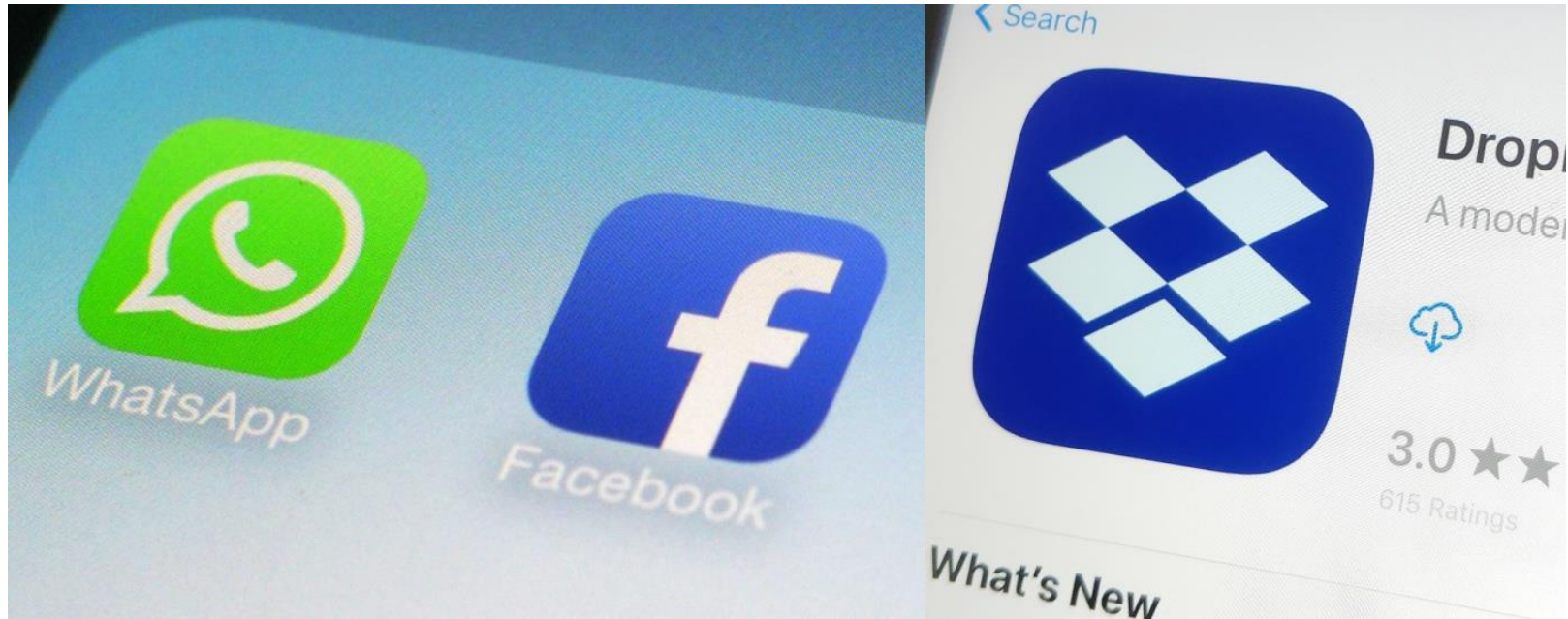
ADVANTAGES AND DISADVANTAGES OF


startupcapital



Venture capitalists have underwritten the success of many of today's biggest internet companies.

Google, Facebook, WhatsApp, and DropBox all got started on venture capital and are now established names.



- 
- **Microsoft purchased GitHub**
 - **Cisco bought AppDynamics**
 - **Facebook acquired Instagram.**

Seed Capital



What Is

seed  capital





The term seed capital refers to the type of financing used in the formation of a startup.





FUNDING

Funding is provided by private investors—usually in exchange for an equity.





Stake in the company or for a share in the profits of a product.

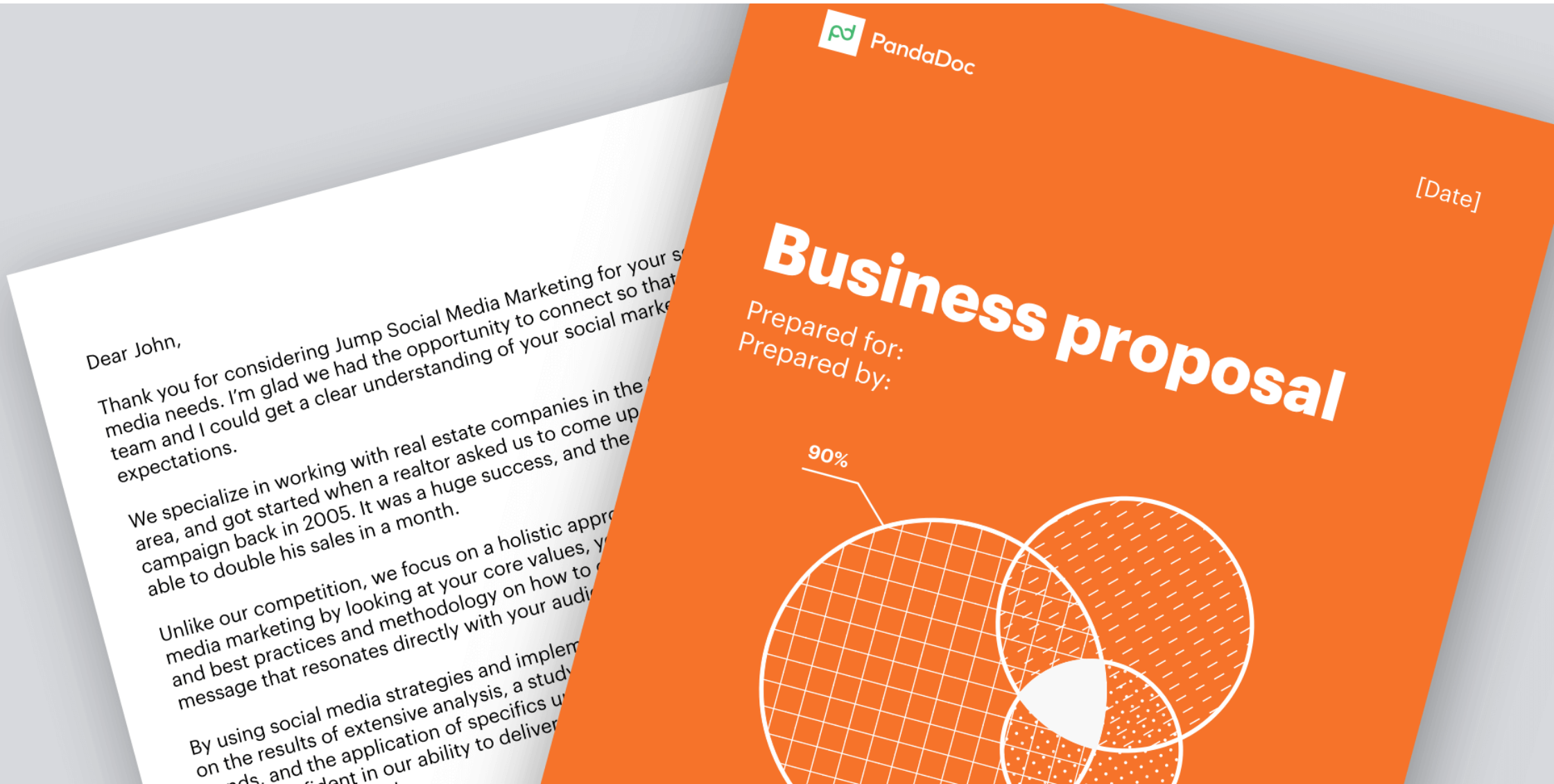
Key Takeaways



Seed capital is the money raised to begin developing an idea for a business or a new product.



This funding generally covers only the costs of creating a proposal.



Some seed capital may come from angel investors—professional investors who have a high-net-worth.



Understanding Seed Capital



A company that is first starting out may have limited access to funding and other sources.



Banks and other investors may be reluctant to invest because it has no history or established track record, or any measure of success.



Many startup executives often turn to people they know for initial investments—family and friends. This financing is referred to as seed capital.



The image features a background of numerous stacks of US dollar bills. In the foreground, several individual \$100 bills are spread out, showing the portrait of Benjamin Franklin and the serial numbers. The bills are in various orientations, creating a sense of abundance and wealth. A black rectangular box is superimposed over the center of the image, containing white text.

**It doesn't have to be a large amount
of money.**



**ANGEL
INVESTOR**



**QUESTIONS
ANGEL
INVESTORS
WILL ASK YOU**

YOUR MAIN PITCH SHOULD ANSWER THESE CORE QUESTIONS



**1. WHAT
PROBLEM (OR
WANT) ARE
YOU SOLVING?**

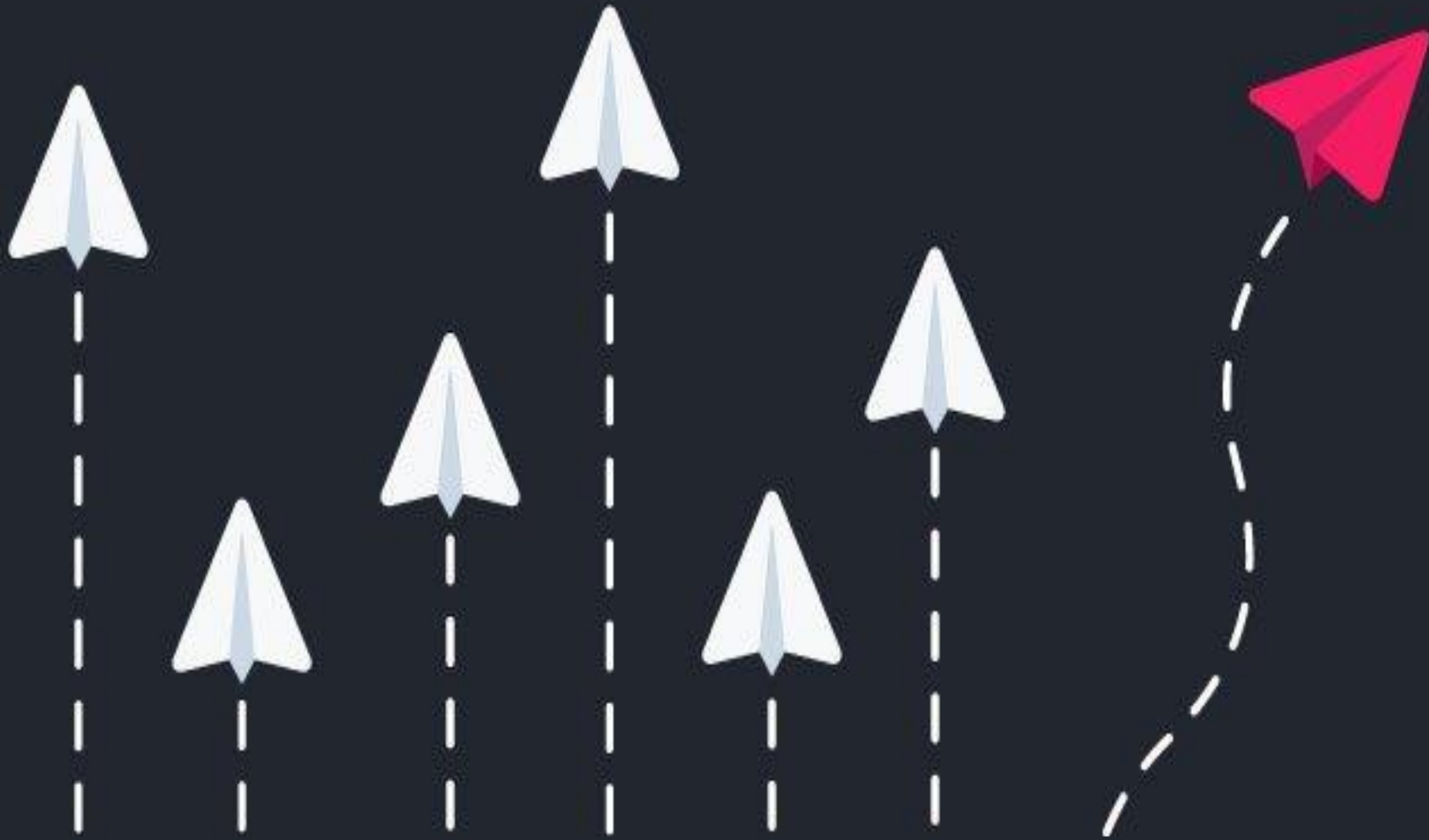


2. What kinds of people, groups, or organizations have that problem? How many are there, where are they, what do they do about it now?





**3. HOW ARE YOU
DIFFERENT?**



4. Who will you compete with? How are they different?



5. How will you make money?

6. HOW WILL YOU MAKE MONEY FOR YOUR INVESTORS?





7. How fast can you grow your business? Can you scale up volume without proportional scaling up headcount?

8. What's proprietary?

*What are you going to do to
defend that?*

**9. WHAT
TRACTION HAVE
YOU MADE?**





**10. What
milestones
have you met?**

**11. HOW ARE YOU GOING TO
GET THE WORD OUT?**





SALE

**12. How are
you going
to close
sales?**



**13. HOW ARE YOU GOING TO
GET STARTED?**



**14. HOW ARE YOU GOING TO
SPEND INVESTORS' MONEY?**



15. What makes your team suited for this business?

SOME GOOD FOLLOW-UP QUESTIONS





**16. HOW DID
YOU COME UP
WITH THIS
IDEA?**



17. Why did you decide to (some marketing, product, or financial decision in the pitch)?



18. What about (some objection related to market, competition, financial plans)?



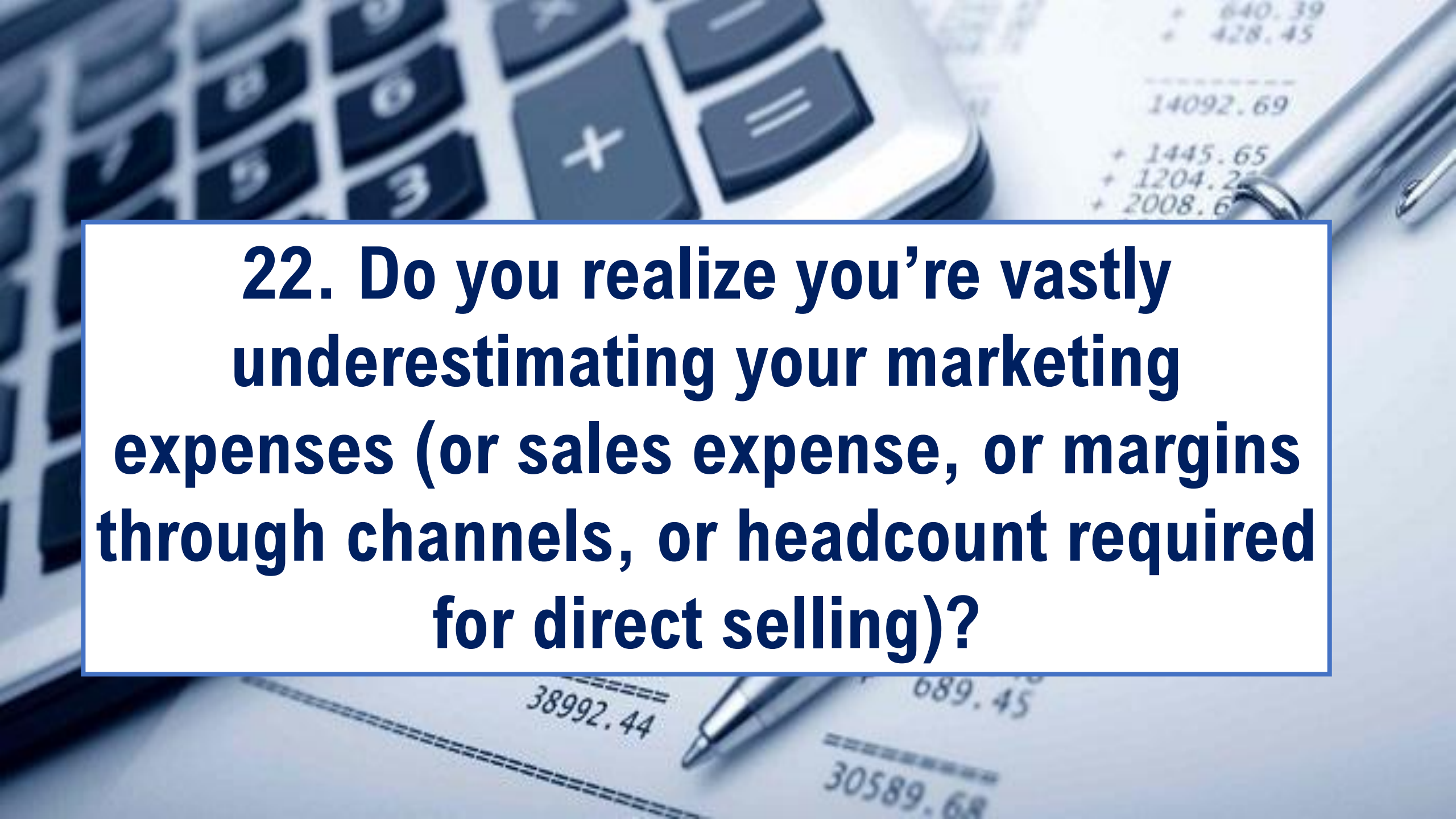
19. Who are your investors so far?

20. HOW STRONG IS YOUR PATENT?

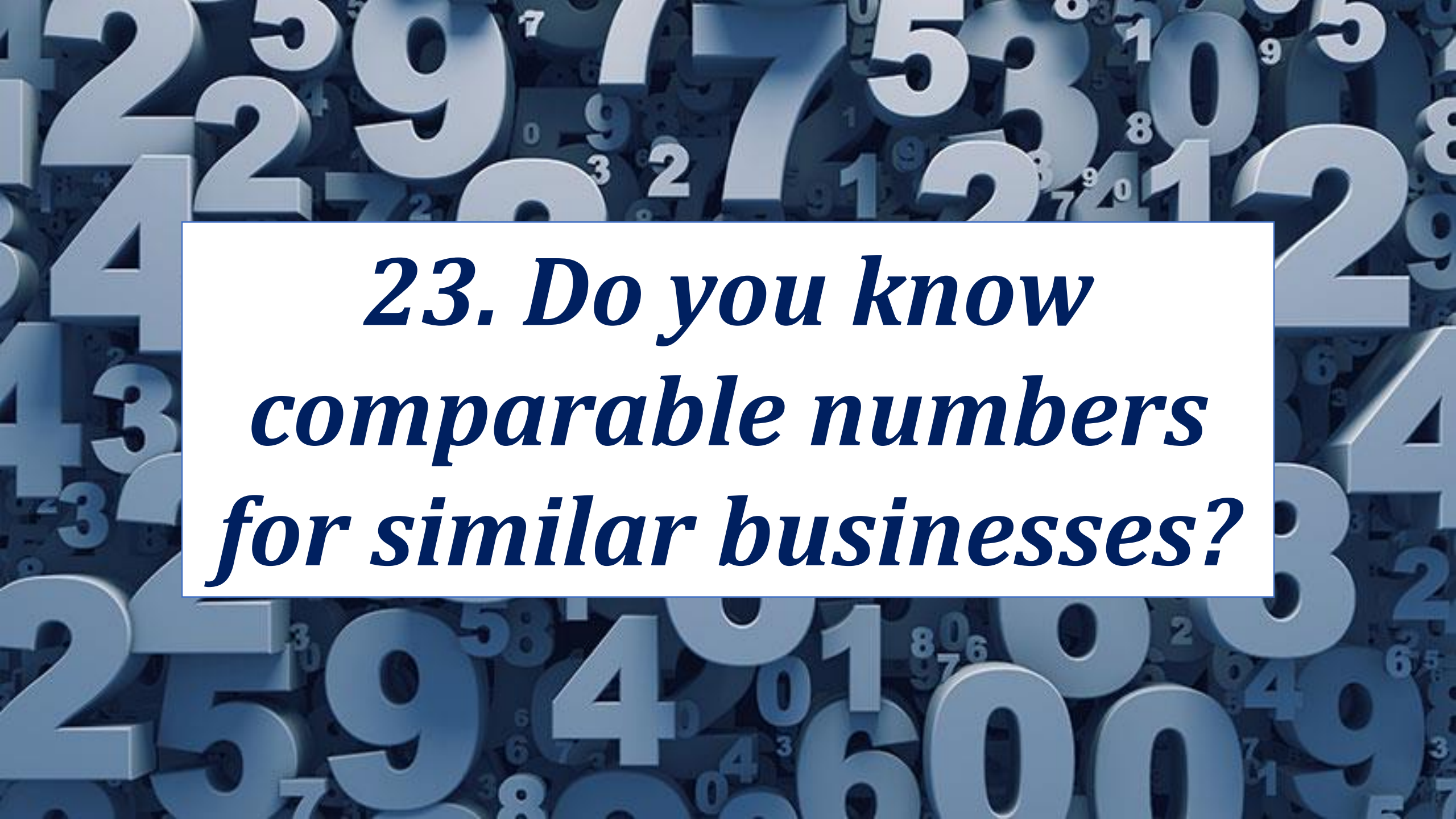


**21. COULD
YOU GROW
FASTER WITH
MORE
MONEY?**



The background features a close-up of a calculator with a plus sign and equals sign visible. To the right, a silver pen lies on a document with several numbers: 640.39, 428.45, 14092.69, 1445.65, 1204.25, and 2008.6. At the bottom, another document shows 38992.44, 689.45, and 30589.68.

22. Do you realize you're vastly underestimating your marketing expenses (or sales expense, or margins through channels, or headcount required for direct selling)?

The background of the slide is a dense, textured field of 3D-rendered numbers in various shades of blue and grey. The numbers are scattered and overlapping, creating a sense of depth and complexity. In the center, a white rectangular box contains the text.

***23. Do you know
comparable numbers
for similar businesses?***



**24. Why don't you do this yourself?
(Meaning, why do you think you need
investors?)**

***25. What
sales have
you made
so far?***



An aerial view of a city skyline at sunset. The sky is filled with soft, golden clouds, and the sun is low on the horizon, casting a warm glow over the buildings. The city is densely packed with skyscrapers of various heights and architectural styles. The text "26. HAVE YOU ACTUALLY TALKED TO THOSE COMPANIES?" is overlaid in a large, black, serif font, centered in the upper half of the image.

26. HAVE YOU
ACTUALLY TALKED TO
THOSE COMPANIES?



**27. Who
else is
interested?**

**28. WHO ELSE
HAVE YOU
SHOWN THIS TO?**





**29. How did
you come up
with that
valuation?**



**A QUESTION
YOU DON'T
WANT**



30. Why would anybody want this?



Thank
you





أشيقر[®]
DIGIMENTORS