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Raising Capital

- Raising capital to launch or expand a business is a challenge.
- Many entrepreneurs are caught in a "credit crunch."
- Financing needs in the $100,000 to $3 million range may be the most challenging to fill.

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The "Secrets" to Successful Financing

1. Choosing the right sources of capital can be as important as choosing the right form of ownership or the right location.
2. The money is out there; the key is knowing where to look.
3. Raising money takes time and effort.
4. Creativity counts. Entrepreneurs have to be as creative in their searches for capital as they are in developing their business ideas.

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The "Secrets" to Successful Financing
(continued)

5. The Internet puts at entrepreneur's fingertips vast resources of information that can lead to financing.
6. Put social media to work to locate potential investors.
7. Be thoroughly prepared before approaching lenders and investors.
8. Entrepreneurs cannot overestimate the importance of making sure that the "chemistry" among themselves, their companies, and their funding sources is a good one.
9. Plan an exit strategy

Financing a Business

- Entrepreneurs must cast a wide net to capture the financing they need to launch their businesses.
- Layered financing – piecing together capital from multiple sources.

Three Types of Capital
In addition to the text

Capital is any form of wealth employed to produce more wealth for a firm.

1. *Fixed* - Used to purchase the permanent or fixed assets of the business (e.g., buildings, land, equipment, and others).
2. *Working* - Used to support the small company's normal short-term operations (e.g., buy inventory, pay bills, wages, or salaries, and others).
3. *Growth* - Used to help the small business expand or change its primary direction.

Equity Capital

- Represents the personal investment of the owner(s) in the business.
- Is called *risk capital* because investors assume the risk of losing their money if the business fails.
- Does *not* have to be repaid with interest like a loan does.
- Means that an entrepreneur must give up some ownership in the company to outside investors.

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Debt Capital

- Must be repaid with interest.
- Is carried as a liability on the company's balance sheet.
- Can be just as difficult to secure as equity financing, even though sources of debt financing are more numerous.
- Can be expensive, especially for small companies, because of the risk/return tradeoff.

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Sources of Equity Financing

- Personal savings

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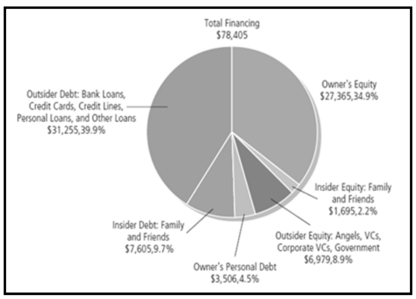
Personal Savings

- The *first* place an entrepreneur should look for money.
- The most common source of equity capital for starting a business.
- Outside investors and lenders expect entrepreneurs to put some of their own capital into the business *before* investing theirs.

Sources of Financing for the Typical Start-up Business



Sources of Equity Financing

(continued)

- Personal savings
- Friends and family members

Friends and Family Members

- After emptying their own pockets, entrepreneurs should turn to those most likely to invest in the business: friends and family members.
- Be careful! Inherent dangers lurk in family/friendly business deals, *especially* those that flop.

Friends and Family Members

Guidelines for family and friendship financing:

- Choose your financier carefully.
- Keep the arrangement “strictly business.”
- Prepare a business plan.
- Settle the details up front.
- Create a written contract.
- Treat the money as “bridge financing.”
- Develop a payment schedule that suits both parties.
- Have an exit plan.

Sources of Equity Financing

(continued)

- Personal savings
- Friends and family members
- Crowd funding

Crowd Funding

- Crowd funding taps the power of social networking and allows entrepreneurs to post their elevator pitches and proposed investment terms on specialized Web sites and raise money from ordinary people who invest as little as $100.
  - The amount of capital sought tends to be small – less than $10,000.
  - The returns for investment are tokens – discount coupons and free samples.

Sources of Equity Financing

(continued)

- Personal savings
- Friends and family members
- Crowd funding
- Angels

Angels

- Wealthy individuals who invest in emerging entrepreneurial companies in exchange for equity (ownership) stakes.
- An excellent source of “patient money” for investors needing relatively small amounts of capital typically ranging from $100,000 (sometimes less) to as much as $5 million.
- Willing to invest in the early stages of a business.

Angels

- An estimated 318,000 angels across the U.S. invest $22.5 billion a year in 66,000 small companies.
- Their investments exceed those of venture capital firms, providing more capital to 18 times as many small companies.
- Angels fill a gap in the seed capital market, specifically in the $10,000 to $2 million range.

Angels

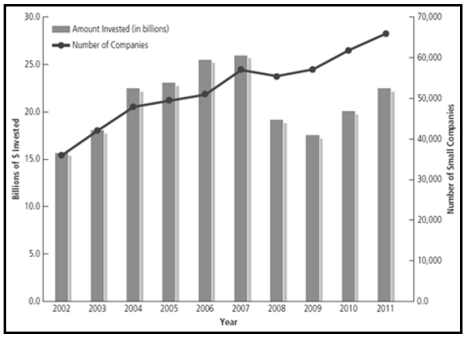
- Average angel investment = $50,000 in a company that is in the seed or start-up growth stage.
- Typical angel invests in 1 company per year, and the average time to close a deal is 67 days.
- 52% of angels' investments lose money, but 7% produce a return more than 10 times their original investment.
- Angels can be an excellent source of "patient" money.

Angels

The Challenge: Finding Them!

- Network
- Look nearby: within a 50- to 100-mile radius
  - 7 out of 10 angels invest in companies that are within 50 miles of their homes or offices.
- Informal angel "clusters" and networks
  - 340 angel groups across the U.S.
  - Internet

Angel Financing



Sources of Equity Financing
(continued)

- Personal savings
- Friends and family members
- Crowd funding
- Angels
- Partners

Partners

- Giving up personal control
- Diluting ownership
- Sharing profits
- "For every penny you get in the door, you have to give something up."

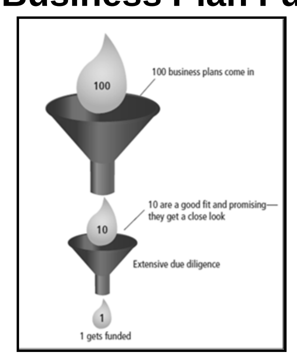
Sources of Equity Financing
(continued)

- Personal savings
- Friends and family members
- Crowd funding
- Angels
- Partners
- Venture capital companies

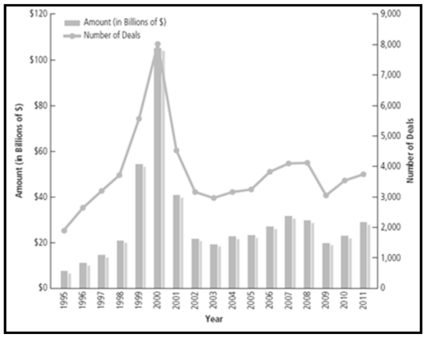
Venture Capital Companies

- More than 400 venture capital firms operate across the U.S.
- Most venture capitalists seek investments in the $5 million to $25 million range
- Target companies with high-growth and high-profit potential.
- Business plans are subjected to an *extremely* rigorous review - less than 1% accepted.

The Business Plan Funnel



Venture Capital Funding



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Venture Capital Companies

(continued)

- Most often, venture capitalists invest in a company across several stages.
- On average, 96-98% of venture capital goes to:
  - Early stage investments (companies in the early stages of development).
  - Expansion stage investments (companies in the rapid growth phase).
- Only about 2% of venture capital goes to businesses in the startup or seed phase.

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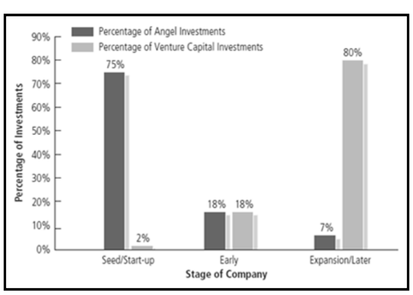
Angel Investing and Venture Capital Investing



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What Do Venture Capital Companies Look For?

- Competent management
- Competitive edge
- Growth industry
- Viable exit strategy
- Intangibles factors

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Sources of Equity Financing
(continued)

- Personal savings
- Friends and family members
- Crowd funding
- Angels
- Partners
- Venture capital companies
- Corporate venture capital

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Corporate Venture Capital

- About 300 large corporations across the globe invest in start-up companies.
- Approximately 14% of all venture capital invested is from corporations.
- Capital infusions are just one benefit; corporate partners may share marketing and technical expertise.

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Sources of Equity Financing

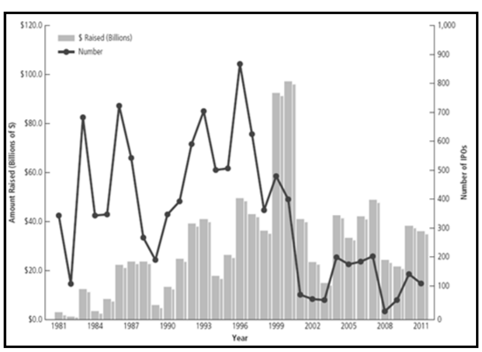
(continued)

- Personal savings
- Friends and family members
- Crowd funding
- Angels
- Partners
- Venture capital companies
- Corporate venture capital
- Public stock sale – "going public"

Going Public

- Initial public offering (IPO) - when a company raises capital by selling shares of its stock to the public for the first time.
- Since 2001, the average number of companies making IPOs each year is 134.
- Few companies with less than $25 million in annual sales make IPOs.

Initial Public Offerings (IPOs)



Successful IPO Candidates Have…

- Consistently high growth rates
- Scalability
- Strong record of earnings
- 3 to 5 years of audited financial statements that meet or exceed SEC standards
- Solid position in a rapidly-growing industry: Average company age is 10 years
- Sound management team with experience and a strong board of directors

Advantages of "Going Public"

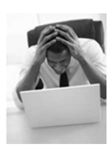
In addition to the text

- Ability to raise large amounts of capital
- Improved corporate image
- Improved access to future financing
- Attracting and retaining key employees
- Using stock for acquisitions
- Listing on a stock exchange

Disadvantages of "Going Public"

In addition to the text

- Dilution of founder's ownership
- Loss of control
- Loss of privacy
- Reporting to the SEC
- Filing expenses
- Accountability to shareholders
- Pressure for short-term performance
- Timing



Timetable for an IPO

Time	Action
Week 1	Conduct "all hands" organizational meeting with IPO team, including underwriter, attorneys, accountants, and others. Begin drafting registration statement.
Week 5	Distribute first draft of registration statement to IPO team and make revisions.
Week 6	Distribute second draft of registration statement and make revisions.
Week 7	Distribute third draft of registration statement and make revisions.
Week 8	File registration statement with the SEC. Begin preparing presentations for road show to attract other investment bankers to the underwriting syndicate. Comply with Blue Sky laws in states where offering will be sold. "Quiet period" officially begins and runs until 25 days after the company's stock begins trading.
Week 13	Receive comment letter on registration statement from the SEC* and state authorities. Amend registration statement to satisfy SEC and other regulatory agencies.
Week 14	File amended registration statement with the SEC. Prepare and distribute preliminary offering prospectus (called a "red herring") to members of underwriting syndicate. Begin road show meetings.
Week 16	Receive approval for offering from the SEC (unless further amendments are required). Issuing company and lead underwriter agree on final offering price. Prepare, file, and distribute final offering prospectus.
Week 17	Company and underwriter sign the final agreement. Underwriter issues stock, collects the proceeds from the sale, and delivers proceeds (less commission) to company.

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The Registration Process

- Choose the underwriter
- Negotiate a letter of intent
- Prepare the registration statement
- File with the SEC
- Wait to "go effective" and road show
- Meet all state requirements

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Sources of Equity Financing

(continued)

- Personal savings
- Friends and family members
- Crowd funding
- Angels
- Partners
- Venture capital companies
- Corporate venture capital
- Public stock sale – "going public"
- Simplified registrations and exemptions

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Simplified Registrations and Exemptions

Goal:

To give small companies easy access to capital markets with simplified registration requirements

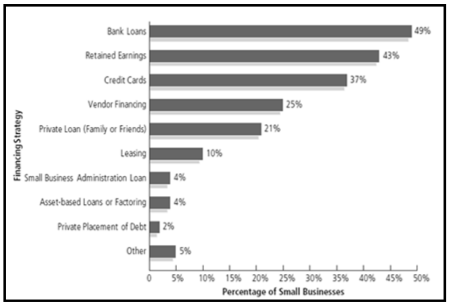
Simplified Registrations and Exemptions

- Regulation S-B and S-K
- Regulation D (Rule 504): Small Company Offering Registration (SCOR)
- Regulation D (Rule 505 and 506): Private Placements
- Section 4 (6) Private Placements
- Intrastate Offerings (Rule 147)
- Regulation A

The Nature of Debt Financing

- Debt financing is a popular tool used by entrepreneurs to acquire capital.
- Borrowed capital allows entrepreneurs to maintain complete ownership of their businesses, but must be repaid with interest.
- Small businesses are considered more risky than corporate customers.
  - Prime rate

Small Business Financing Strategies



Sources of Debt Capital

- Commercial banks
  - Lenders of first resort for small businesses
  - Average micro-business loan = $7,400
  - Average small business loan = $181,000
  - Study: 12% of entrepreneurs receive bank loans to start their businesses.

Sources of Debt Capital From Commercial Banks

- Short-term loans
  - Home Equity Loans
  - Commercial Loans
  - Lines of Credit
  - Floor planning
- Immediate and Long-Term Loans
  - Installment Loans
  - Term Loans

Six Common Reasons Bankers Reject Small Business Loans

In addition to the text

1. *"Our bank doesn't make small business loans."*
   Cure: Before applying for a loan, research banks to find out which ones seek the type of loan you need.
2. *"I don't know enough about you or your business."*
   Cure: Develop a detailed business plan to present to the banker.

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Six Common Reasons Bankers Reject Small Business Loans

(continued)

In addition to the text

3. *"You haven't told me why you need the money."*
   Cure: Your business plan should explain how much money you need and how you plan to use it.
4. *"Your numbers don't support your loan request."*
   Cure: Include a cash flow forecast in your business plan.

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Six Common Reasons Bankers Reject Small Business Loans

(continued)

In addition to the text

5. *"You don't have enough collateral."*
   Cure: Be prepared to pledge your company's assets – and perhaps your personal assets – as collateral for the loan.
6. *"Your business does not support the loan on its own."*
   Cure: Be prepared to provide a personal guarantee on the loan.

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Asset-Based Lenders

- Businesses can borrow money by pledging as collateral otherwise idle assets – accounts receivable, inventory, and others.
- *Advance rate* – the percentage of an asset's value that a lender will lend.

Asset-Based Borrowing

- Discounting accounts receivable
- Inventory financing
- Purchase order financing

Other Sources of Debt Capital

- Vendor financing (trade credit)
- Equipment suppliers
- Commercial finance companies
- Saving and loan associations
- Stock brokers

Other Sources of Debt Capital

(continued)

- Credit unions
- Private placements
- Small Business Investment Companies (SBIC)
- Small Business Lending Companies (SBLCs)

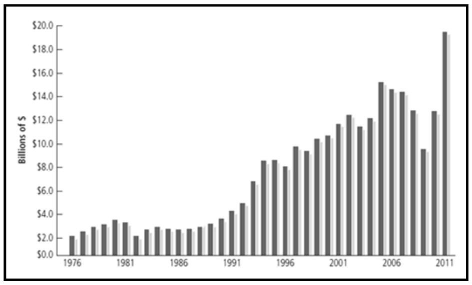
Federally Sponsored Programs

- Economic Development Administration (EDA)
- Department of Housing and Urban Development (HUD)
- U.S. Department of Agriculture's Rural Business (USDA) - Cooperative Service
- Small Business Innovation Research (SBIR)
- Small Business Technology Transfer programs (STTR)
- Small Business Administration (SBA)

SBA Loan Programs

- SBAExpress Program
- Patriot Express Program
- 7(A) Loan Guaranty Program
  - Average 7(a) loan = $366,000

SBA 7(A) Guaranteed Loans



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SBA Loan Programs

- SBAExpress Program
- Patriot Express Program
- 7(A) Loan Guaranty Program
  - Average 7(a) loan = $366,000
- Section 504 Certified Development Company Program
- Small Loan Advantage and Community Advantage Loan Program
- Microloan Program
  - Average microloan = $11,800

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SBA Loan Programs
(continued)

- The Capline Program
- Loans involving international trade
  - Export Working Capital
  - International Trade Program
- Disaster Loans

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State and Local Loan Programs

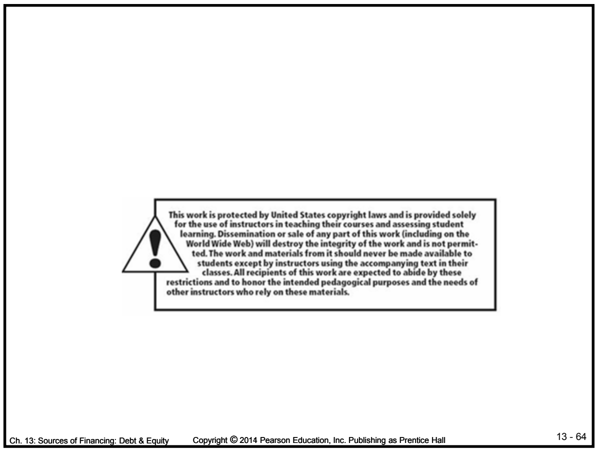
- *Capital Access Programs (CAPs)* –Designed to encourage lenders to make loans to businesses that do not qualify for traditional financing
- *Revolving Loan Fund (RLFs)* – Combine private and public funds to make small business loans
- *Community Development Financial Institutions (CDFIs)* – Designate a portion of their loan portfolios to otherwise "unbankable" business owners and aspiring entrepreneurs

Other Methods of Financing

- Factoring Accounts Receivable – selling accounts receivable outright
- Leasing – assets rather than buying them
- Credit cards

Conclusion

- Capital is key for entrepreneurs.
- In the face of a capital crunch, business's need for capital has never been greater.
- Sources of capital may include:
  - Family and Friends
  - Angel Investors
  - Initial Public Offering
  - Traditional Bank Loan
  - Asset-based Borrowing
  - Federal, SBA Loans, and others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