

„Shake up Start ups“

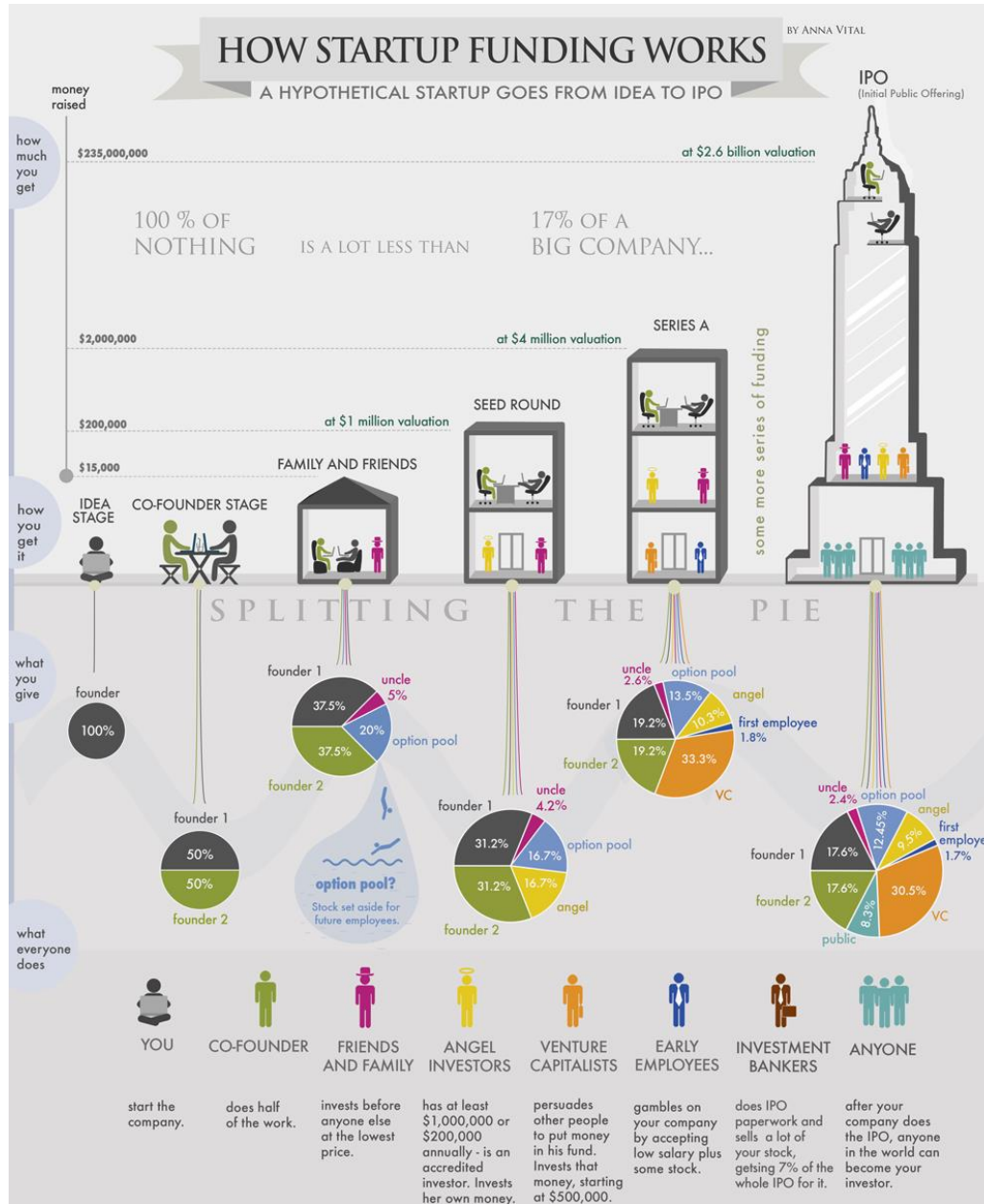


Blended mobility
Zadar, Croatia
Day 3, 31st August 2016
Fundraising

Danijel Bertović, expert

Fundraising – not only option for financing start-up





How does it work?

Best/most popular options for funding a Startup

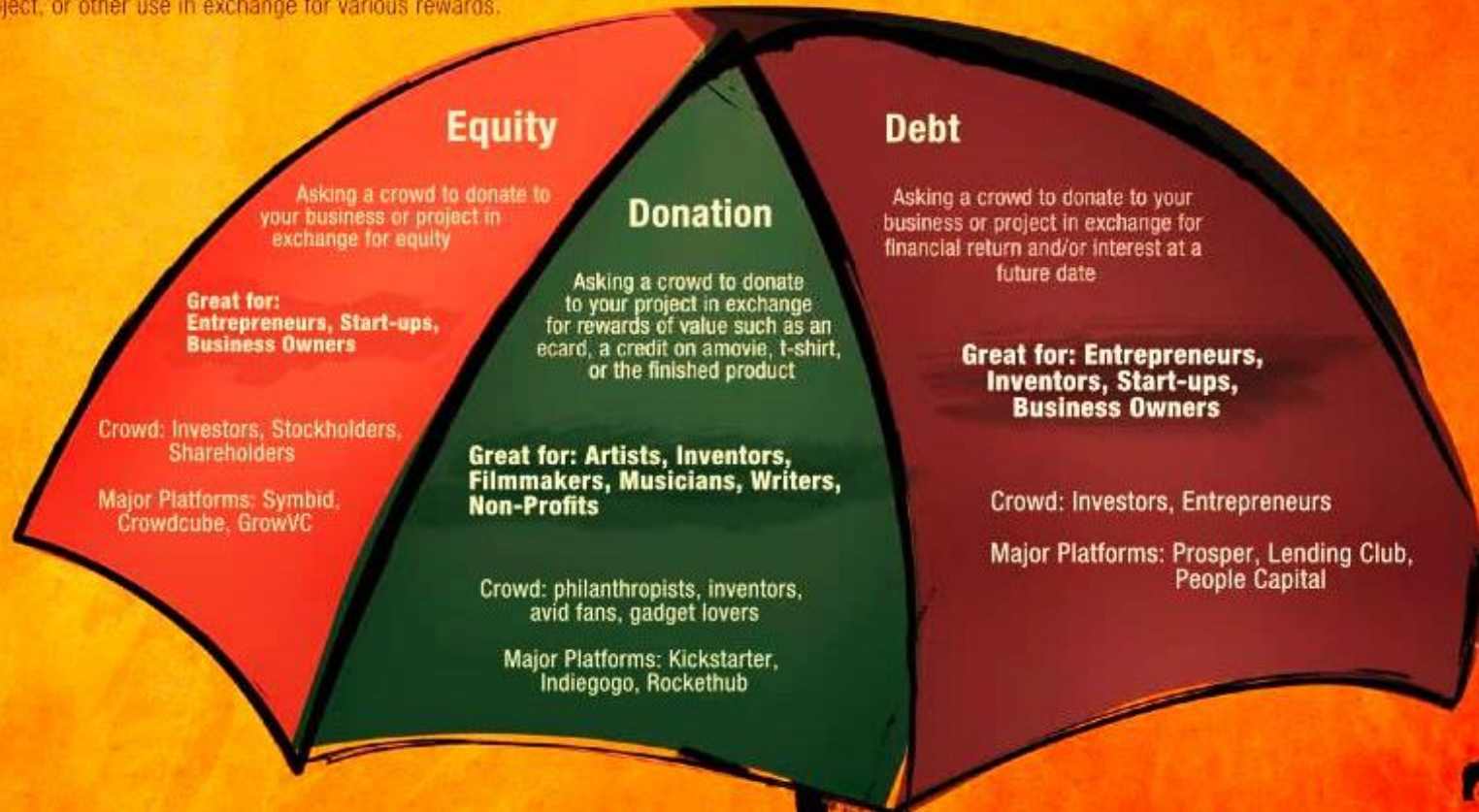
- anyone can contribute money toward helping a business that they really believe in
- startup owner, an entrepreneur puts a detailed description of his business on some of the online crowdfunding platforms
- consumers can read about business and choose whether they believe in that idea and want to give money

There are 3 general categories crowdfunding can fall under:

1. Equity,
2. Donation/Reward and
3. Debt.

Crowdfunding:

Asking a crowd to donate a defined amount of money for a specified cause, project, or other use in exchange for various rewards.



Look at these two examples

<https://www.kickstarter.com/projects/modernsprout/modern-sprout-decorative-hydroponic-planter/description>

<https://www.kickstarter.com/projects/634251469/the-bindle-stick/description>

What about good examples in your country?



Venture Capital

Venture capital is money that is provided by investors to startups with perceived long-term growth potential in early stage

Venture capitalists (investors) are very important source of funding for Startups

They finances high and new technology based enterprises as oppose to banks that generally support proven technology with established markets.



MARKETS

Kobe Bryant and Jeff Stibel Unveil \$100 Million Venture Capital Fund

The retired NBA star and his partner today unveil their vehicle for investing in technology, media and data companies



Retired basketball legend Kobe Bryant has formed a venture-capital fund with Jeff Stibel, a co-investor. The two men contributed a total of \$100 million to the fund. The WSJ's Lee Houlston explains. Photo: Andrew D. Bernstein/Bernstein Associates

Source: <http://www.wsj.com/articles/kobe-bryant-and-jeff-stibel-unveil-100-million-venture-capital-fund-1471838403> (25/8/2016)

Venture Capital

VCs use **investment criteria** to evaluate the proposals and decide which startup they should invest in

- strong management team,
- a large potential market and a unique product with a strong competitive advantage
- want to own a large percentage of the company
- they can influence on company direction - look for opportunities in industries that they are familiar with

Angel Investor

- Angel investor is an affluent, wealthy individual who provides a capital for startups in exchange for equity
- Angel investors work similarly to VC
- Angels typically fund a startup at the seed stage of a company - there is a higher risk associated with angel investments as they are dealing with an unproven business model

Fundraising campaign

Let's get some money
Create groups
Prepare your campaign
Pitch

Quiz



Kahoot.it