

Lecture 8: Business Plan Fundamentals

How to raise capital for developing an invention into a marketable product

Raising Capital

Plan must demonstrate that:

- there is a market for a developed invention
- you have the necessary team to develop product and get to market

Raising Capital

- How much is needed to develop invention to marketable product?
- What is potential return on capital?

Raising Capital

Options:

- your own money
- own borrowing
- friends and family
- industry specific angels
- early stage venture capitalists
- banks

Raising Capital

Options cont/d:

- private placing
- joint venture, trade or finance
- listing, in UK Plus Markets, Aim