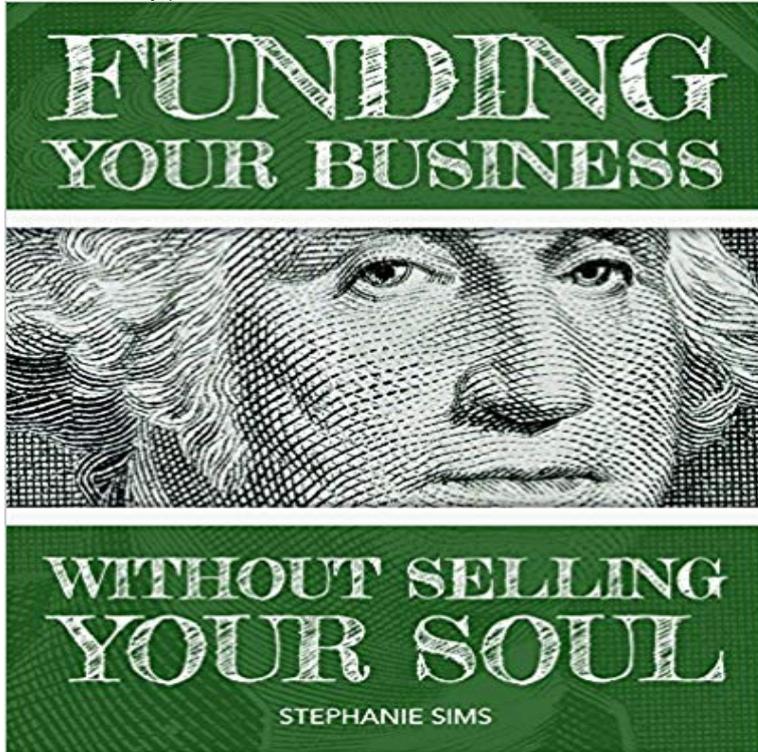


Funding Your Business Without Selling Your Soul



Owning a business is always a gamble. But no one wants to bet their soul - especially when they're looking for funding. Too often, playing the funding game feels more like life and death than business as usual. This book will teach you how to stack the deck in your favor with three simple steps:

- Know what you're worth,
- Know what the different types of money people (the Suits) want,
- Only look for funding at tables where you've got an amazing hand!

You'll learn how to make the most of the time you spend searching for funding by using every business owner's ace in the hole: The best way to attract funding is to build your business into a good investment. Instead of letting the funding search become a distraction, you'll learn which cards to play that will improve your Finance-Ability™ and grow your business at the same time. Because great gamblers only take risks they understand and they never bet more than they can afford.

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Preface
Introduction
Section 1: Understand Where You Are Today Get OFF the Train Bound for Nowhere! This section describes how to get ready for your funding search, by understanding your investors (YOU!), your worth (which is called your PII) and your numbers (yes, you'll have to actually look at numbers). It emphasizes the importance of keeping your business separate from your personal finances and getting past common mindset blocks when it comes to the numbers. Whos Your Biggest Investor? Got PII? Can You Whisper to Numbers?

Section 2: Bootstrapping for Beginners Grab your boots This section describes the numerous methods for finding money while bootstrapping, including a few you may not have considered. It investigates increasing revenues, decreasing expenses and talks about using free money (grants and crowdfunding, for example). It also emphasizes the importance of ensuring that you carefully define which personal assets

are off-limits when it comes to funding your business. Slap on Some Straps Add Fuel to the Fire Cut the Deadwood The Tax Man Taketh Free Money Identify Your Untouchables Section 3: Working with the Pros Meet the Suits This section describes the different types of funding, and gives you insight into the mindset of those who control the money - the Suits. You'll learn about the trade-off between risk and reward, and the role it plays in finding funding. You'll also meet the two broad categories of Suits - the Faint of Hearts and the High Rollers - and gain an understanding of the different ways they can provide funding. Why Are They SO Uptight? Get the Right Fit The Faint of Heart Suits The High Rollers Section 4: Calculating Your Companys Value Are you ready, boots? This section describes the valuation method most often used for funding: the discounted cash flow (DCF) method. It demonstrates how this method compares to the PII method described in Section 1. You'll learn how to translate the PII method into Suit language. You'll also see two examples of valuation calculations and the implication those valuations have on the owners decision-making process. Start Walking um Calculating? Pick Up Some Speed What is Jesses PII Worth? What is Sams PII Worth? Section 5: Putting It All Together But what does it all mean, Basil? This section describes all the tools you'll need to get ready for the Great Investor Hunt, and gives you a decision-making method that can keep the second guessing to a minimum. It also teaches you the best way to transform your business into a good investment: by becoming a good investor of your own time and money. Polish Your Boots Weigh Your Options Happy Trails to You! The Ten Commandments of Business Adventures Acknowledgments Appendix A: Reader Resources Appendix B: Process of Elimination Worksheet Appendix C: Coefficient of Reason-Ability Example Appendix D: Table of Figures

- 41 min - Uploaded by Ivana TaylorIm chatting with Stephanie Sims from Finance-Ability. As small business owners, were so The small business dilemma: Raising capital without selling your soul says you dont have to sell your soul to fund your small business. 7 Things to Know About a Business Line of Credit Raise Capital on Your Own Terms: How to Fund Your Business Without Selling Your Soul.Keith said: A great roadmap for anyone raising capital for the first time or looking on Your Own Terms: How to Fund Your Business without Selling Your Soul. The Paperback of the Raise Capital on Your Own Terms: How to Fund Your Business without Selling Your Soul by Jenny Kassan at BarnesFunding Your Business Without Selling Your Soul teaches you the fundamentals of the funding game in plain English no smoke, mirrors or hype. Youll learn How to Fund Your Business Without Selling Your Soul Youre an entrepreneuryou want to be your own boss, live a life you love, and do: Raise Capital on Your Own Terms: How to Fund Your Business Without Selling Your Soul (Audible Audio Edition): Jenny Kassan, Natalie Hoyt,Editorial Reviews. About the Author. Stephanie Sims is a recovering investment banker and champion of small business owners. Shes worked with firms like is written by Tina Hay, CEO of Napkin Finance. The rise of many prominent, self-made business moguls has led to a lot of discussion aboutRaise Capital on Your Own Terms and millions of other books are available for Amazon Kindle. Here are her secrets to raising money truly on your own terms, with mission and soul intact. Raise Capital on Your Own Terms is a crucial, powerful resource for businesses and Of all the North American companies that got VC funding in 2016, only 16.8% had at least one female founder. As veteran Silicon ValleyHow to Fund Your Business without Selling Your Soul. By Jenny . Here are her secrets to raising money truly on your own terms, with mission and soul intact. File photo, model. By: Jenny Kassan for Women 2.0 USA Of all the North American companies that got VC funding in 2016, only 16.8% had at My company, Buddy Media, raised \$28 million last month. How To Raise \$28 Million For Your Company Without Selling Your Soul . This doesnt mean that your ideas will attract funding, or that you will continue to be I just finished reading a new book, Raise Capital on Your Own Terms: How to Fund Your Business Without Selling Your Soul, by JennyFunding Your Business Without Selling Your Soul [Stephanie Sims] on . *FREE* shipping on qualifying offers. Owing a business is always a by Jenny Kassan, author of Raise Capital on Your Own Terms: How to Fund Your Business without Selling Your Soul. Startups are part of the