SIX CREATIVE APPROACHES TO RAISING CAPITAL

1. FRIENDS AND FAMILY
   - Direct pitch
   - Make your story compelling
   - Be honest

2. GIVE PASTLE
   - Publish your work
   - Make it easy to follow up quickly
   - Keep your materials organized and easily accessible

3. NETWORK
   - Connect with influential players
   - Apply to structured programs
   - Remember that asking for advice can be a great way to get people excited

4. COMPETITIONS, CHALLENGES, INCUBATORS
   - Look for creative ways to research and meet VCs
   - Sites like LinkedIn and Quora can help
   - Identify key players for your team

5. ACCCELERATORS/INCUBATORS
   - Have a startup idea
   - Seek out funding opportunities
   - Apply to structured programs

6. CROWDFUNDING
   - Use online campaigns to get support beyond your immediate circle
   - Make the most of the visibility

WHO ARE FUNDERS LOOKING FOR?

- TRANSPARENCY
- RELATIONSHIPS
- RESOURCES
- VISION
- TEAM
- EXECUTION

WHAT ARE FUNDERS LOOKING FOR?

- LEARN
- UNPAID
- CAREER
- RELEVANCE

SIX RULES FOR REACHING OUT TO FUNDERS

1. KNOW YOUR RESEARCH
2. CUSTOMIZE YOUR APPROACH
3. MAKE A CLEAR ASK
4. FOLLOW UP AND FOLLOW THROUGH
5. BE INNOVATIVE
6. BE HONEST