

Growing Your Creative Enterprise

COURSE SUMMARY

In this course, you have asked yourself the question “Is my business ready for external investment?” You learned how to create a checklist of the things you need before seeking investment.

CATEGORIES OF FINANCE

- As the entrepreneur, you are the first investor in your business, either through direct cash injection, time or leveraging networks.
- The main categories of investments available for creative business: Debt, Equity and Grants.

INVESTMENT AGREEMENTS

To get any of these types of investments, you will need to sign an investment agreement:-

- Always seek advice from a lawyer before signing an investment agreement.

SOURCES OF INVESTMENT

- Family & Friends “Love money”
- Bootstrapping
- Banks
- Crowdfunding
- Angel Investors etc

MANAGING INVESTORS

- Be inclusive - Include them in any planned activities, so that they can experience in your project.
- Be Transparent - Be honest with your investor, especially when things are not going well.
- Submit reports - Send progress reports tracking the impact of the investment into your company.



**6 Raising
Capital for
Business growth**