

Raising Capital

Evan Burfield, Co-Founder, 1776
Entrepreneurship

Course Description

The type of capital you need — and where you go to get it — depends on both the kind of business you run and the market in which you operate. Learn more about the different types of capital and when you should seek out each type.

Learning Objectives

- Identify the types of capital.
- Understand the process of engaging investors.
- Estimate the timeline for raising capital.

Discussion Questions:

1. What are the different types of investors and when should you approach each?
2. What stage are you at in your startup process? What are the steps you need to take to get to the next phase?

Developmental Actions:

1. Seek out an investor in your community before you need capital. Ask for their advice on your business model.
2. Research various ways to raise capital for your business, including crowdfunding.