



## DISCUSSION GUIDE

# RAISING CAPITAL

Presenter: Evan Burfield, Co-Founder, 1776

Entrepreneurship

### Lesson 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

1. Identify the types of capital.
2. Understand the process of engaging investors.
3. 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.

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#### About the Video Presenter

**Evan Burfield** is a cofounder of 1776, driven by his passionate belief in entrepreneurship as the engine for solving the major problems facing America and the world today—from education to energy efficiency. In 1996 he founded netDecide, shortly after graduating from the Thomas Jefferson High School for Science and Technology. Before he turned 25, he built netDecide into the leading provider of enterprise wealth management solutions for top tier financial service firms. He has served as the Director of Strategy and Technology for Oakwood Global Finance, where he led the London-based private equity firm's analyses of new global markets, new business models in financial services, and data-driven investment strategies. In 2006 he founded Synteractive, a consulting firm that builds innovative social apps for startups, corporations, and government agencies. Evan holds Bachelor's and Master's degrees in Philosophy, Politics and Economics from the University of Oxford.

