



## Raise Capital *and* Brand Ambassadors

Imagine assembling a team of brand ambassadors who will promote your bar to anyone who will listen. It can now be a reality thanks to Growth Fountain.

Launched in February, Growth Fountain is an online platform that gives small businesses the opportunity to raise capital through a network of investors.

Ken Staut is the brains behind the operation and got the idea to launch the platform back in the summer of 2013 after reading the Jumpstart Our Business Startups (JOBS) Act. The Act is a law intended to encourage funding of United States small businesses by easing various securities regulations—namely, that you have to meet certain wealth or income thresholds to invest. With this legislation, anyone can now invest in a small business.

Businesses can take advantage of Growth Fountain to raise capital for new products, projects, etc. Businesses set a minimum and maximum goal, and if they don't reach their minimum, they don't receive the money raised. If they are successful, they receive the funds

with Growth Fountain taking a 6% success fee. No fees are charged if the business doesn't meet its minimum goal.

Growth Fountain has aimed to make the process as easy as possible by offering



**Growth Fountain  
levels the  
playing field.**



a variety of tools on its website, including a valuation calculator to help businesses assess what they're worth, and a capital raise calculator to determine how much they need to fundraise to achieve their goal. Growth Fountain also handles all legal documents so the business can focus on getting their story out to investors.

So how can bars, restaurants, and nightclubs benefit from this tool? The monetary windfalls are obvious, but you can also turn your investors into brand ambassadors who become part owners in your bar, and as a result, have a close relationship with your establishment that leads them to champion it.

Liam Hayden, Founder/CEO of the app VENUE, is currently using Growth Fountain to raise capital for his mobile app VENUE, which simplifies party booking. Hayden saw that the current system for booking small to mid-sized parties, which he says can be up to 30% of a bar's growth sales, was broken. With VENUE, users input a variety of data points about their party, and venues respond with offers to host. Venues must respond and the user must confirm the party all within one hour. VENUE takes a 7-10% cut from all booked parties. Hayden hopes to launch the app this summer.

• [growthfountain.com](http://growthfountain.com)  
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