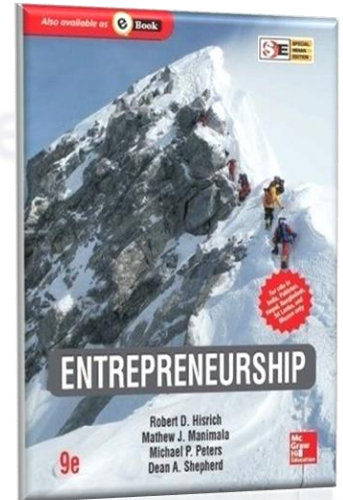


Entrepreneurship & Leadership (HSS-421)

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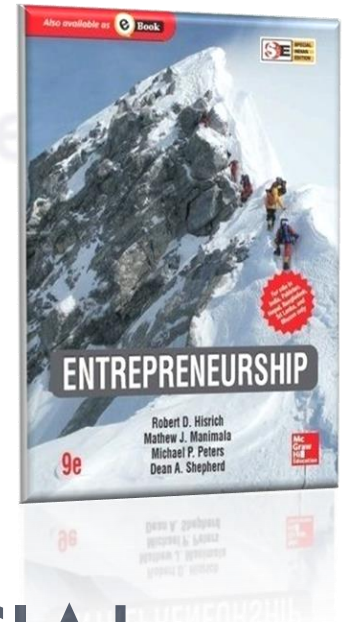


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FUNDING & FINANCIAL MANAGEMENT

Lecture No 10

By Engr. Syed Rizwan Ali

In this Lecture will cover ..

- Comprehension of Funding Landscapes: to identify and evaluate various sources of funding available to startups, including bootstrapping, angel investors, venture capital, crowdfunding, and government grants.
- Proficiency in Financial Planning and Management: to develop comprehensive financial plans, including budgeting, cash flow management, and long-term financial forecasting.
- Mastery of Investment Readiness: perfecting the pitch to investors and mastering the art of valuation and equity allocation.

Sources of Funding for Startups



Funding & Financial Management

1. Unlocking Success through Smart Financial Strategies

- **Overview:** Funding refers to the financial resources obtained to support the growth, development, and sustainability of a software engineering venture.
- **Importance: Adequate funding is crucial for startups and entrepreneurs to:**
 - Develop innovative products.
 - Expand their business.
 - Attract and retain talent.
 - Navigate market challenges.

Funding & Financial Management

1. Unlocking Success through Smart Financial Strategies

- **Types of Funding:**
- Bootstrapping
- Angel Investors
- Venture Capital
- Crowdfunding
- Grants and Competitions

Funding Lifecycle

2. Navigating the Stages of Financial SupportTypes of Funding:

- **Seed Funding:**
- **Definition:** Initial capital raised to validate the business idea and develop a prototype or minimum viable product (MVP).
- **Sources:** Personal savings, friends and family, angel investors, and early-stage venture capital.
- **Series A Funding:**
- **Definition:** The first significant round of funding for startups with proven market traction and growth potential.

Funding Lifecycle

2. Navigating the Stages of Financial Support Types of Funding:

- **Purpose:** Scaling the business, expanding market presence, and refining the product.
- **Sources:** Venture capitalists, institutional investors.
- **Series B and Beyond:**
- **Definition:** Subsequent rounds of funding for mature startups seeking to accelerate growth.
- **Purpose:** Scaling operations, entering new markets, and achieving profitability.
- **Sources:** Venture capitalists, private equity, strategic investors.

Funding Lifecycle

2. Navigating the Stages of Financial Support Types of Funding:

- **Exit Strategies:**
- **Definition:** The final stage in the funding lifecycle where investors and founders realize returns on their investments.
- **Exit Options:**
- Initial Public Offering (IPO)
- Acquisition by a larger company
- **Goals:** Provide liquidity to investors, reward founders and early employees.

Funding Lifecycle

2. Navigating the Stages of Financial Support Types of Funding:

- **Challenges:**
- **Market Volatility:** Economic factors can impact the availability of funding.
- **Dilution:** Each funding round may result in the dilution of ownership for founders and early investors.
- **Investor Relations:** Managing relationships with investors is essential for long-term success.

Thanks
Q&A

