1. Legal discussion
   1. Forms
      1. LLC
      2. S-Corp
      3. C-Corp
         1. Unlimited amounts of investors
         2. IPOs
      4. Non-profit (501c3)
         1. No taxes
         2. Donations are tax deductible
         3. Donations = investment
         4. Board of directors
      5. L3C
         1. LLC but for nonprofits
         2. Hybrid of LLC
      6. B-Corp
         1. Non-profit version of a corporation
         2. Hybrid for corporation
   2. Raising money
      1. Equity
         1. You’re giving ownership up
         2. Own part of company = control
      2. Debt (loan)
         1. Promissory note
         2. Loan
            1. Standard

$100k @ 7% interest

Term 2 years

* + - * 1. Convertible note

$100k @ 7% interest

Term 2 years

If you don’t pay the note in those 2 years, they could convert it to equity

* + 1. IPO
       1. Pros
          1. Ownership is diversified between lots of investors
       2. Cons
          1. An analyst could make your company worth(less)
          2. Valuation directly on stock price only
          3. All financials must be public
    2. Non-profit raising money
       1. Simply donations, that’s it.