

FUNDAMENTALS OF FUNDING

1



WHY IS IT IMPORTANT TO PREPARE FOR FUTURE FUNDING?

- Welcome
- Getting started
- Considering your financial strategy
- Alumni funding experiences
- Consider your future funding requirements (Exercise 1)
- Discuss your future funding needs

2



HOW CAN FINANCIAL CHOICES SUPPORT GROWTH?

- Introducing innovative ways to grow your business
- Thinking about acquisition
- Identifying possible future acquisitions (Exercise 2)
- How can finance support business innovations?
- How could business model innovation grow your business? (Exercise 3)

3



REVIEWING YOUR FINANCIAL PROFILE

- Assessing your readiness for funding
- Why are financial profiles important?
- Improving your financial profile (Exercise 4)

4



UNDERSTANDING FUNDING OPTIONS

- Starting to consider funding
- Types of funding
- What is important to you and your funders?
- Providing your funders with financial information
- Calculate your key financial ratios
- Calculate your key financial ratios (Exercise 5)

5



APPROACHING FUNDING STRATEGICALLY

- What makes a good funding application? (Exercise 6)
- The importance of communication
- Your funding plan (Exercise 7)

6



NEXT STEPS

- Next steps for your financial planning
- Recording your progress
- End of course assessment
- Congratulations
- Progressing to the next course in *10,000 Women*