



BUSINESS ACCELERATION NETWORK



FREE CAPITAL RAISING CHECKLIST

Investors bring large amounts of funding to jump start your project and infrastructure needs. The more elements of this list you check off, the larger funding you will attract.



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- Determine technology needs
- Determine operational needs
- Identify short-term & long term financial needs
- Identify strategies for generating revenues
- SWOT analysis completed for company - Strengths, Weaknesses, Opportunities, and Threats
- Create list of milestones and accomplishments
- Build advisory team – people that can attract money and help build company
- Marketing Plan with distribution
- Business plan with financials
- Interview and hire securities attorney
- Decide on offering type - Regulation 506(b) or 506(c), Regulation A+ (also known as Regulation A or Title IV), or Regulation CF (also known as Title III)
- Work with team to develop stock strategy and valuation
- Determine exit strategy for investors
- Interview and hire IP attorney
- Secure IP (Intellectual Property)
- Hire CPA familiar with securities
- Have CPA and Attorney to review capital plan and strategies
- Position bookkeeping for future financial audit
- Set-up corporate structure based on capital needs and exit strategy
- NDNC Non-disclosure and Non Compete Agreement
- Convertible promissory note for early stage capital raising
- Complete PPM (Private Placement Memorandum)
- Recruit, training, and support Capital Team
- Develop investor communication and record keeping strategy to remain compliant
- Start list of potential accredited investors
- Identify key company for merger or acquisition
- Create investor presentation and kit
- Keyman and Health Insurance for CEO to cover investors

You can start raising seed capital with a promissory notes to get funds for completing a number of the items above. Most CEO's choose a convertible note to ensure less debt on the company's balance sheet. Keep in mind, you also have the options to secure funding with revenues from sales, sponsorships, and joint ventures, that are less work without debt.

To book your complimentary capital strategy session go to www.meetme.so/ShannonGronich or call 321-549-2128