



Start: Module 8

# How to secure funding for your big idea

**Directions:** Using this outline, take notes throughout the presentation on anything you found useful, interesting, or informative. Afterwards, you can complete the rest of this exercise guide at your own pace

**Estimated time of completion:** 1 hour

## Note Taking Template

### 1. Traditional funding sources

### 2. Private investors

### 3. Crowdfunding



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**Summary:** An elevator pitch is a short (30 seconds or less!) way of introducing yourself, getting across a key point or two about your business, and making a connection with someone.

**Directions:** Use the template below to get started coming up with your business's elevator pitch.

**Estimated time of completion:** 15 minutes

## Elevator pitch brainstorm

Steps:	Example:	Your elevator pitch:
<b>Step 1:</b> Start off by introducing yourself.	<i>Hello, my name is Audrey and it's a pleasure to meet you!</i>	
<b>Step 2:</b> Provide a summary of what your product/service does.	<i>I am the owner of Dress for Success. We are a full-service wardrobe styling business that helps you take the stress out of getting dressed.</i>	
<b>Step 3:</b> Explain what you want.	<i>While we're still developing, we're hoping to get to market in the next six months.</i>	
<b>Step 4:</b> End with a call to action.	<i>Would you mind if I set up a quick call for next week for us to talk?</i>	



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## Crowdfunding Websites

- WeFunder (good for crowd funding and equity sharing) <https://www.wefunder.com/>
  - Indiegogo (good for startups) <https://www.indiegogo.com/>
  - Seedinvest Technology (good for startups) <https://www.seedinvest.com/>
  - Mightycause (good for nonprofits) <https://www.mightycause.com/>
  - Startengine (good for investing) <https://www.startengine.com/>
  - Gofundme (good for individuals) <https://www.gofundme.com/>
  - Patreon (good for creatives) <https://www.patreon.com/>
  - Kickstarter (good for creatives) <https://www.kickstarter.com/>
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## Peer to Peer Lending Websites

- Upstart <https://www.upstart.com/>
- Prosper <https://www.prosper.com/>
- Funding Circle <https://www.fundingcircle.com/us/>
- Lending Club <https://www.lendingclub.com/business/>



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**Directions:** Studies show that summarizing builds comprehension by helping to reduce confusion. Now that you have completed the webinar, complete this 3-2-1 exercise to the best of your ability.

**Estimated time of completion:** 10 minutes

## 3-2-1 Exercise

What are 3 things I've learned?

- 1.
- 2.
- 3.

What are 2 things I want to learn?

- 1.
- 2.

What is 1 question I still have?

- 1.



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## Resource Guide

Immersing yourself in entrepreneurial culture can help you learn more about how to build your small business. Here are some resources to help further your education.

### Resources

- [Amazon's Black Business Accelerator](#)
- [Minority Business Development Agency](#)
- [Women's Business Centers](#)
- [Local Small Business Development Centers](#)
- [Hello Alice](#)

### Podcasts to follow:

- [This is Small Business](#)

### Newsletters to subscribe to:

- [The Amazon Business Pulse](#)
- [Forbes – Daily Dozen](#)
- [Entrepreneur – official newsletter](#)
- [Inc. – newsletter options](#)

### Business Plan Templates:

- [Business School at the University of Colorado](#)
- [US Small Business Administration](#)

### Amazon Specialty Program Links:

- [Amazon Handmade](#)
- [Amazon's Black Business Accelerator](#)
- [Amazon Merch on Demand](#)

For more information on upcoming and On Demand Webinars, visit our website:

[www.smallbusiness.amazon](http://www.smallbusiness.amazon)



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## References used in webinar

These references have been used to develop our webinars. If you would like to learn more about any particular topic discussed in the webinars, you may find some of these references helpful.

"Types of Crowdfunding: Donation, Rewards, Equity-Based." 2018. Startups.com. Startups.com. 2018. <https://www.startups.com/library/expert-advice/types-of-crowdfunding>.

"Crowdlending Guide: What Is It and How to Invest?" n.d. P2P Lending | Crowdlending. <https://crowdfunding-platforms.com/how-to-invest-in-crowdlending-p2p-lending>.

"Bootstrapping." n.d. Corporate Finance Institute. <https://corporatefinanceinstitute.com/resources/management/bootstrapping/>.

Chen, James. 2022. "Private Equity Definition." Investopedia. March 20, 2022. <https://www.investopedia.com/terms/p/privateequity.asp>.

Loehr, Jeff. 2020. "How to Prepare a Term Sheet: A Step-By-Step Guide." Westchester Angels. October 20, 2020. <https://westchesterangels.com/how-to-prepare-a-term-sheet-a-step-by-step-guide/>.