Raise capital

# Standard Operation Procedure

Department: Management

Purpose: Raising capital is the action or process of obtaining capital. It’s a long process task that requires a lot of determination, patience and strategies.

Frequency: When needed

Procedure:

1. Have your sales pitch ready.
2. Practice your pitch or get someone who is really good at it.
3. Pitch as often as possible
4. Ask capital to family and friend.
5. Raise capital from banks.
6. Search for government grants.
7. Use crowdfunding website.
8. Ask angel investors/ private investors.
9. Participate in capital events.

Definition/Explanation:

1. Pitch: A sale pitch is defined as a talk or a way of talking that is intended to persuade you to buy something. When you pitch, it's important to have your last business plan updated. Also, a visual presentation (PowerPoint) that is clear and concise will help to improve the chance of success.
2. Practice: To raise money as an entrepreneur, practice the sales pitch. If you cannot do it well, find someone who is really good at it to work with you.
3. Capital from banks: Banks or traditional lender will provide a loan to individuals if their credit rating and history are good. When companies are more mature, it’s easier to get a loan, especially when they can show sales growth or an increase in their profitability.
4. Government grants: Government agencies are among the biggest distributors of grants, supporting a wide range of industries. The application process can be intimidating, but federal grants are great opportunities for small-business owners looking to grow.
5. Crowdfunding: It’s a method for funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.
6. Angel/Private Investors: Angels or private investors are often professionals in the business world and usually they have years of experience in investments. They need to see a proper business and execution plan before they will even think about investing.
7. Capital events: Besides finding somebody to help you, attending angel and capital events could help you find contacts for the future.