



## 19BAT618-FINANCIAL SOURCING MANAGEMENT

### 1. Business Idea and Plan:

- Develop a Solid Business Idea: Clearly articulate your business concept, target market, unique value proposition, and potential for growth.
- Create a Comprehensive Business Plan: Outline your business model, market analysis, revenue projections, and strategies for execution.

### 2. Market Research:

- Understand Your Market: Conduct thorough market research to identify the size of your target market, competitors, and potential challenges.
- Validate Your Idea: Gather feedback from potential customers, validating the demand for your product or service.

### 3. Financial Projections:

- Build Realistic Financial Projections: Present a detailed financial model projecting revenues, expenses, and cash flows over a specified period.
- Highlight Return on Investment (ROI): Clearly articulate the potential return on investment for investors.

### 4. Create a Pitch Deck:

- Concise Presentation: Develop a visually appealing and concise pitch deck summarizing key elements of your business, including the problem, solution, market, team, and financials.
- Compelling Story: Craft a compelling narrative that engages investors and communicates the potential of your venture.

### 5. Identify Seed Investors:

- Research Potential Investors: Identify angel investors, venture capitalists, and seed-stage funds interested in your industry or sector.
- Build Relationships: Network with potential investors through events, conferences, and introductions.

## **6. Pitch to Investors:**

- **Customize Your Pitch:** Tailor your pitch to the interests of each investor or group, emphasizing key points that align with their investment criteria.
- **Practice and Refine:** Rehearse your pitch to ensure clarity, confidence, and the ability to address potential questions.

## **7. Due Diligence:**

- **Prepare for Due Diligence:** Be ready to provide detailed information about your business during the due diligence process.
- **Transparent Communication:** Maintain transparency and open communication with investors throughout due diligence.

## **8. Negotiate Terms:**

- **Be Prepared to Negotiate:** Discuss and negotiate terms of the investment, including valuation, equity stake, and any specific conditions.
- **Seek Legal Advice:** Engage legal professionals to review and advise on the terms and agreements.

## **9. Close the Deal:**

- **Finalize Legal Documentation:** Draft and finalize legal documents, including investment agreements, shareholder agreements, and any other relevant contracts.
- **Close the Investment Round:** Once terms are agreed upon, complete the necessary paperwork, and secure the investment.

## **10. Post-Funding Activities:**

- **Execute Your Plan:** Utilize the seed capital as planned to achieve key milestones and demonstrate progress.
- **Maintain Investor Relations:** Keep investors informed about the company's progress through regular updates and communication.