



# KEY STRATEGIES FOR STARTUP FUNDING: CREATE YOUR OWN SUCCESS STORY

## 1. BOOTSTRAPPING

- EARLY-STAGE, LOW CAPITAL NEEDS → SOURCES: PERSONAL SAVINGS, FRIENDS/FAMILY.
- PROS: FULL CONTROL, NO EQUITY DILUTION., CONS: HIGH PERSONAL FINANCIAL RISK.

## 2. ANGEL INVESTORS

- SEED-STAGE WITH MVP/TRACTION → CAPITAL + MENTORING/NETWORK.
- PLATFORMS: ANGELLIST, IAN, VENTURE CATALYSTS; NEED STRONG TEAM & MARKET FIT.

## 3. VENTURE CAPITAL (VC)

- FOR SCALABLE, HIGH-GROWTH STARTUPS → STAGES: SERIES A TO SERIES C+.
- BIG FUNDING + STRATEGY; TOP VCS: SEQUOIA CAPITAL INDIA, ACCEL, BLUME VENTURES.

## 4. GOVT SCHEMES & GRANTS

- BEST FOR TECH, AGRI, SOCIAL IMPACT STARTUPS.
- STARTUP INDIA SEED FUND, SIDBI, MSME LOANS → PROS: EQUITY-FREE/SUBSIDIZED.

## 5. ACCELERATORS & INCUBATORS

- EARLY-STAGE NEEDING STRUCTURE, OFFICE SPACE & MENTORSHIP.
- BENEFITS: FUNDING, OFFICE SPACE, MENTORSHIP.
- NOTABLES: YC, TECHSTARS, T-HUB, NSRCEL → FUNDING + ECOSYSTEM.

## 6. CROWDFUNDING

- EQUITY OR REWARDS-BASED PLATFORMS: KICKSTARTER, INDIEGOGO, TYKE (INDIA), SEEDRS.
- GREAT FOR CONSUMER/SOCIAL STARTUPS; NEEDS STRONG STORYTELLING.

## 7. REVENUE-BASED FINANCING (RBF)

- BEST FOR: STARTUPS WITH PREDICTABLE REVENUES (E.G., SAAS, D2C).
- HOW IT WORKS: REPAY A % OF REVENUE UNTIL FIXED RETURN IS MET
- PLATFORMS: KLUB, RECUR CLUB.; NO EQUITY DILUTION.

## 8. BANK LOANS / NBFCs

- FOR STARTUPS WITH ASSETS/CASH FLOW → SCHEMES: MUDRA LOAN, CGTMSE.
- PROS: NO EQUITY LOSS. CONS: REPAYMENT BURDEN, DOCUMENTATION.

## 9. STRATEGIC PARTNERSHIPS

- EXAMPLES: TATA INVESTING IN STARTUPS ALIGNED WITH THEIR VERTICALS.
- WHY IT WORKS: DISTRIBUTION + FUNDING + TRUST.

## 10. IPO / SME IPO

- FOR PROFITABLE, MATURE STARTUPS → MARKETS: BSE SME, NSE EMERGE.
- ACCESS TO PUBLIC CAPITAL + CREDIBILITY; HIGH COMPLIANCE.

### QUICK TIPS FOR SUCCESS

- BUILD MVP EARLY – SHOW TRACTION.
- KEEP FINANCIALS & PITCH DECK INVESTOR-READY.
- NETWORK PROACTIVELY – EVENTS, LINKEDIN, DEMO DAYS.
- CHOOSE THE RIGHT INVESTOR – NOT JUST MONEY, BUT ALIGNMENT.
- AVOID EARLY DILUTION – PRESERVE EQUITY FOR KEY STAGES.

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