

THE FUNDING INFOGRAPHIC

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This infographic aims to demystify the different aspects of startup funding. If you would like to know in detail, please read the "Startup Funding – A comprehensive guide for Entrepreneurs" on my blog arnab.co and check out the startup funding series on my YouTube channel at youtube.com/arnabarray.

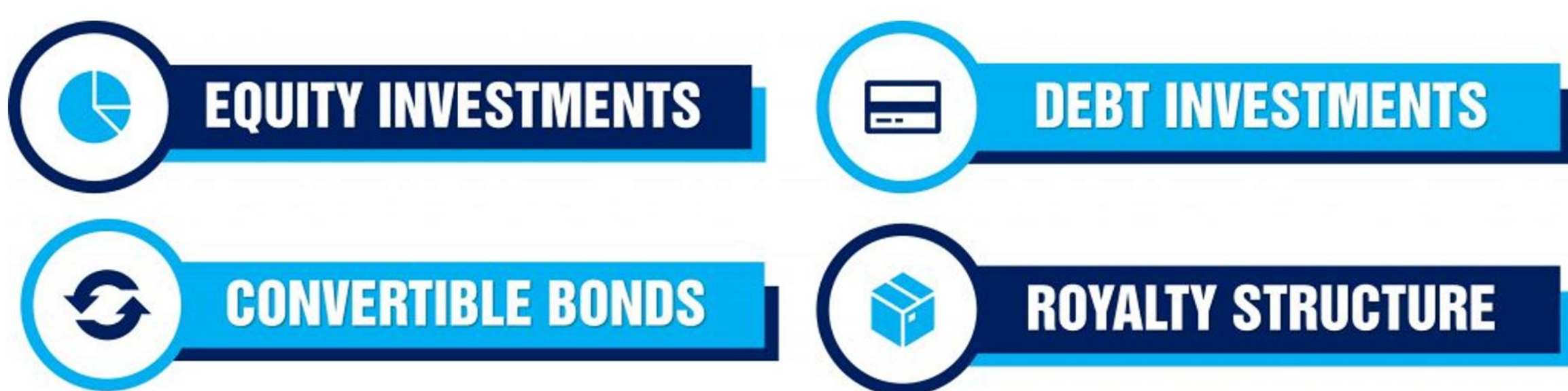
Sources of Funding

The different sources of funding available for a startup.



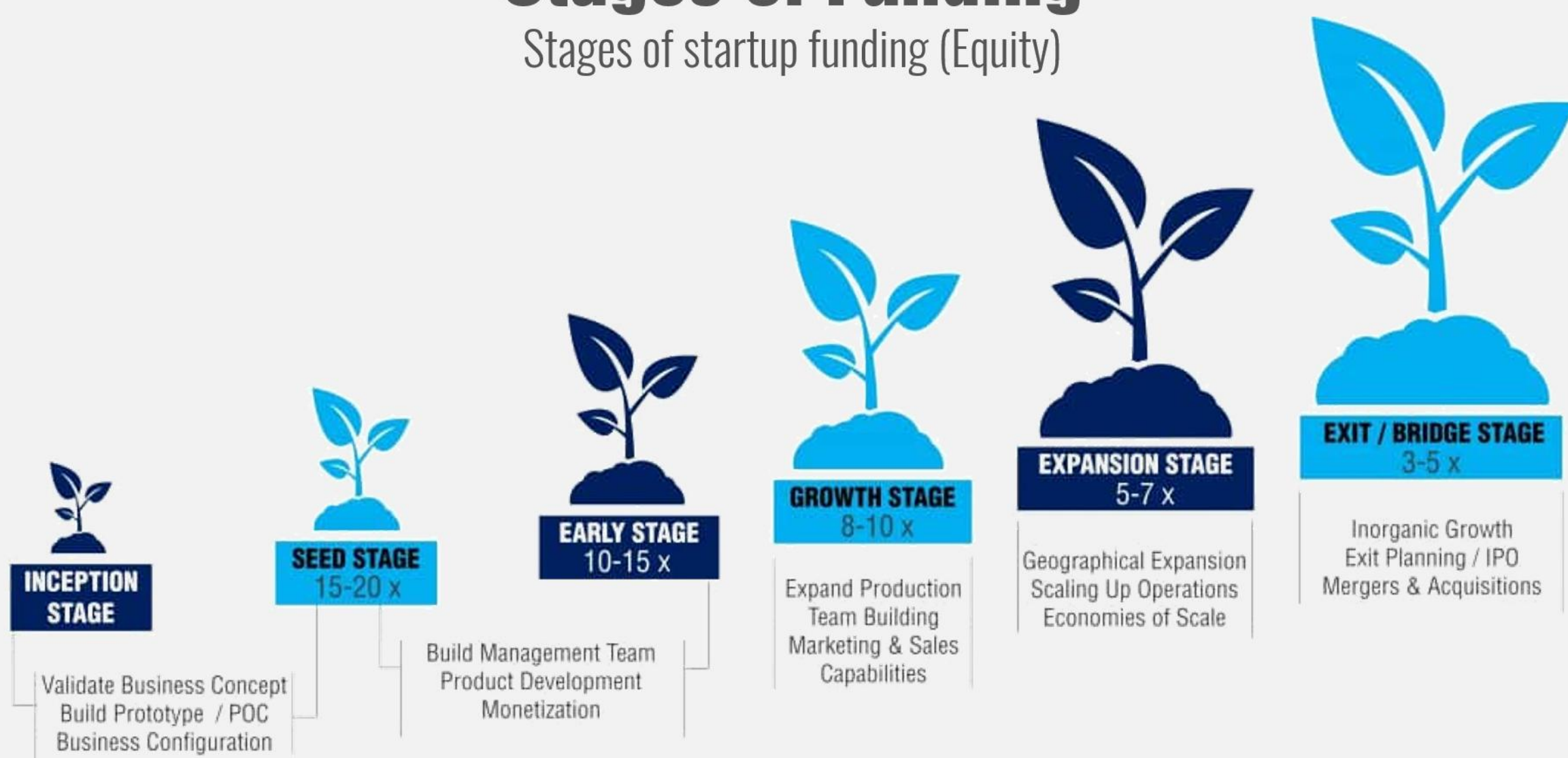
Modes of Funding

Different financial instruments or mode through which you can raise funding.



Stages of Funding

Stages of startup funding (Equity)



Investment Ranges & Expected ROI

Typical investment ranges & expected return on investment by investors

INVESTOR	PHASE	INVESTMENT	EXPECTED ROI 5-7 YEARS
BOOTSTRAPPING	Inception, Seed	Depending on the scale and funds available	Not Applicable
ACCELERATORS, INCUBATORS	Seed	₹ 5 – 50 Lacs \$ 10K - 250K	Usually a pre-defined Equity vs Amount
ANGEL INVESTORS	Seed, Early	₹ 20 Lacs to 10 Crores \$ 25K – 5 Millions	15 to 20 x
VENTURE CAPITAL	Seed*, Early, Growth, Expansion	₹ 2 crores* to 25 crores \$ 250 K* to 100 Mn	10 to 20 x
PRIVATE EQUITY	Growth, Expansion	₹ 25 crores + \$ 5 Millions +	5 – 10 x

** Approximate indicative numbers

What do Investors look for?

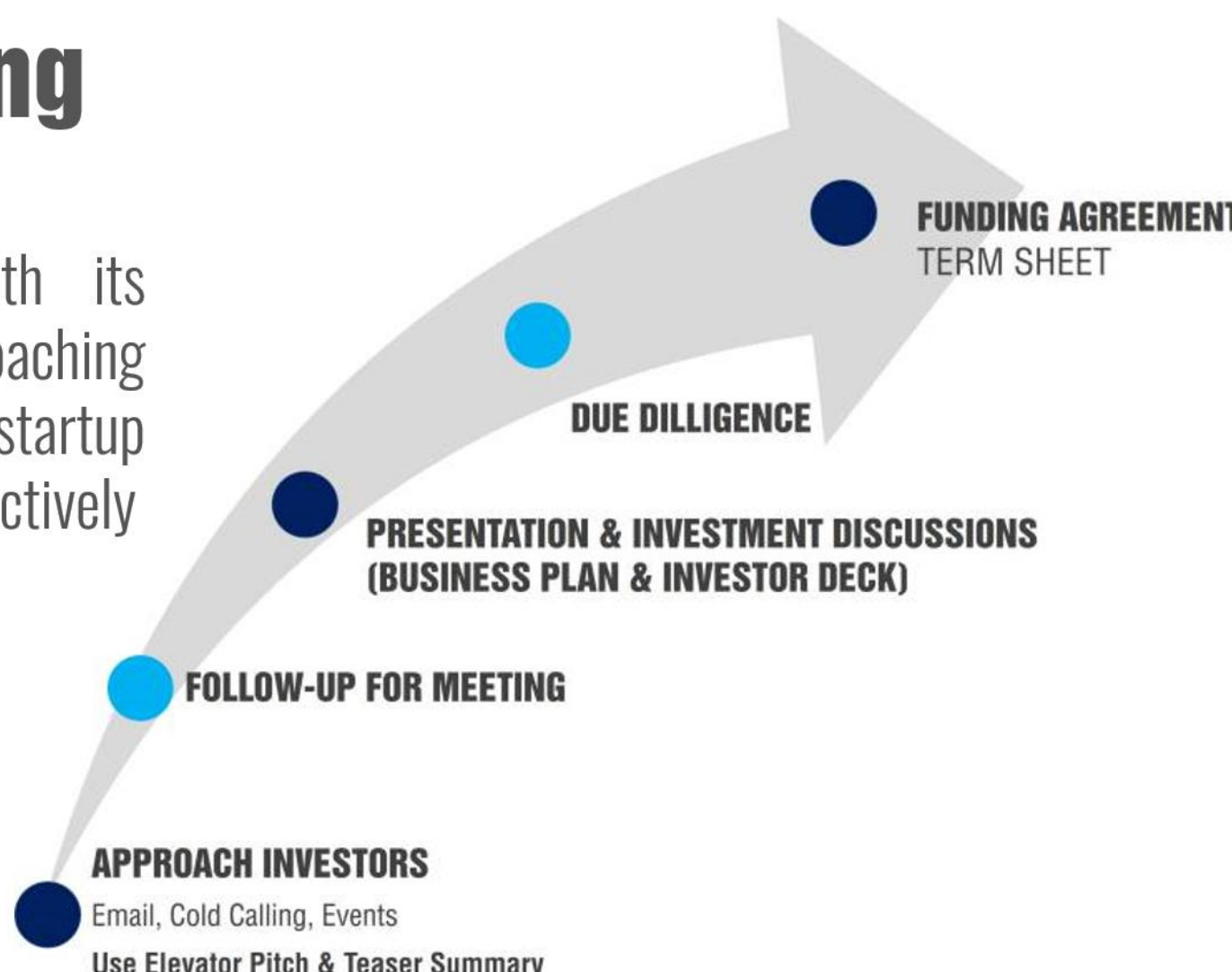
Investment criteria from the investors point of view that drives an investment



The Process of Funding

How to approach Investors?

Once you have the pitch along with its components ready you should start approaching investors. You can meet investors in startup events or competitions. You can also proactively Reach out to investors by sending them emails with the teaser document and follow up for a meeting. You can also reach out to investment forums or investment networks or get referrals from mentors.



What are the essential components of your pitch?

Let us help you preparing your pitch.

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