

Client: Hamilton Bradshaw
Source: Evening Standard (Main)
Date: 28 May 2012
Page: 44
Reach: 700000
Size: 130cm2
Value: 8149.7



How can we can get our hands on the funds we need to grow?



James Caan

Dear James

WE are raising investment through Angel Investment Network and Crowdcube. What other avenues of sourcing investment exist for newly launched businesses?
Warren Heal, chief executive, www.rentmyitems.com

appropriate for you. Good luck!

■ *For the full article and news of James Caan's free app, go to standard.co.uk. His new book, *Start Your Business in 7 Days*, is out now*

There are various avenues for investment but every investor will want to see a business plan. Debt funding, if you can get it, is cheaper than giving away equity but it comes at a cost. You will have fixed repayments that can put the business

under strain in difficult times. For a young business, the bank will almost certainly want a personal guarantee, giving it security over other assets you may own.

There are a range of angel networks where wealthy individuals provide

“club investment” to young and growing businesses. This can be an attractive route but the downside is you are unlikely to get access to the investor, which would be a huge benefit to a fledgling business.

Often the most attractive route for a new business is to have really rich investor who takes a strategic interest in the business. The biggest challenge is finding such an investor in the first place. Search the web for investor networks and research non-executive directors operating in your space.

Plenty of angel investor networks advertise on the web. Make sure you

have a good plan before you send it over. A plan that is not properly considered is likely to represent a missed opportunity. The market for institutional funding for start-ups is very limited. Look at the British Venture Capital Association website for a good list of funds that might be