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**“E-COMMERCE
FOR START-UPS”**

PRESENTATION FOR FUNDING

ICON-KOURABIE START-UP

**When we have a great business idea,
like ours ICON-kourable,
funding is nearly always the sticking point.
It's a great idea, after all, but how can we
raise the money to get it started?**

**If we had a tech-based idea, we may had an
easier time attracting attention from venture
capitalists or angel investors, but as more
companies work that angle, finding an
investor is harder than ever.**

So how can we get our business off the ground?
Here are nice ways to help us fund our start-up
business:



FRIENDS AND FAMILY

- ✖ Borrowing money from friends and family is a classic way to start a business. While it may be harder to convince investors or banks of the quality of our idea, our family and friends often believe in our dream.
- ✖ They may be more willing to help fund our company. In case we would go to friends and family for loans, it's a good idea to make sure that each of us gets sound legal advice, especially if we are taking the money as a loan.
- ✖ **The downside?** *Borrowing money is a quick way to lose friends and sour family relationships. We have to be careful if we would of decide to proceed this way.*

In our case if we had gone for borrowing money from friends and family we would have got this:



SO, THIS SOLUTION IS OUT OF DISCUSSION!

SMALL BUSINESS LOANS

- ✖ Some banks specifically offer loans to small businesses, but banks historically are careful about giving money to small companies. It can be difficult to qualify. There are alternative lending companies, however, who may be better equipped to help us get our business off the ground.
- ✖ **The downside?** *Some of those alternative lending companies are predatory. We have to make sure that we know who we're borrowing from before we sign on the dotted line.*

In our case, of course, a bank wouldn't fund us



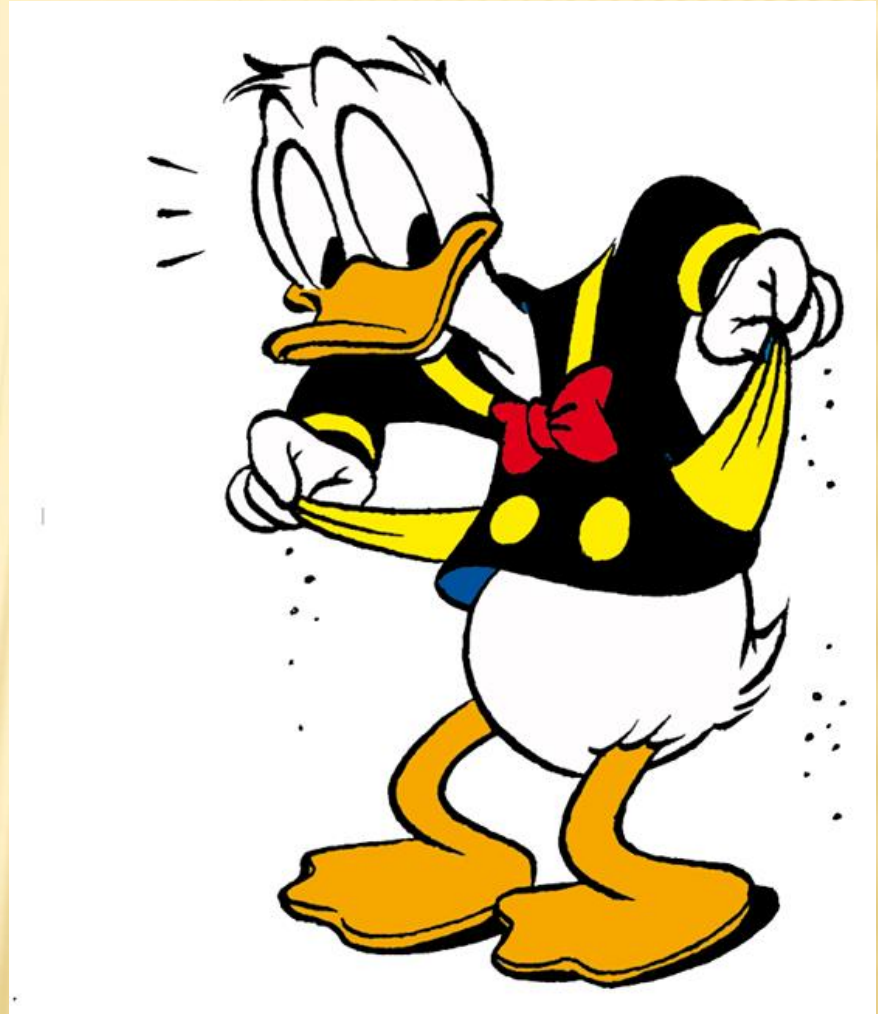
**SO, WE HAVE TO BE EXTREMELY CAREFUL
WITH LENDING COMPANIES**

BOOTSTRAPPING

- ✗ One of the most common ways to get a business up and running is through “bootstrapping.” Basically, we use our own funds to run our business.
- ✗ This money may come from personal savings, low or no interest credit cards, or mortgages and lines of credit onour home?
- ✗ **The downside?** *If our business doesn't succeed, we may have a substantial amount of debt that we now need to manage.*

✖ Banks will not issue credit cards for underage students...

✖ Our savings are ...



CONCLUSION: OUT OF QUESTION!

INCUBATOR OR ACCELERATOR

- ✖ Business accelerators and incubators have sprung up all across the countries, particularly near colleges with a strong business program. These spaces are part communal workspace and part mentorship development centers.
- ✖ Young businesses can get a great start here while partnering with some amazing people.
- ✖ **The downside?** *They are often focused on tech-heavy businesses, so we might struggle to find one that works for our company.*

For Greece we may try <http://startupnation.gr>

About Startup Nation



About Startup Nation

The complete directory for Greek start-ups & entrepreneurship

Startup Nation is the one-stop portal for innovators, startupper and entrepreneurs of any stage or type. Includes all startup organizations targeting Greek startups. It is a free and will always be. This project is a result of hard work, research and deep market understanding that took almost 2 years. We carefully selected and categorized most of organizations, events, funds, places and resources -if not all. We try our best to keep the directory updated.

MAYBE WE WOULD BE LUCKY!

a | b | c | d | e | f | g | h | i | j | k | l | m | n | o | p | q | r | s | t | u | v | w | x | y | z | #

Directory for Greek startups & entrepreneurship

Funding (59)



[Early Stage Funding](#) (24)

[Later Stage Funding](#) (12)

[Public Financing](#) (5)

[Venture Banks](#) (4)

[Crowd Funding](#) (10)

[Grants](#) (7)

[IPO](#) (1)

Service Providers (62)



[Mentors & Advisors](#) (22)

[Accelerators](#) (31)

[Attorneys](#) (4)

[Intellectual Property](#) (2)

[Talent Acquisition](#) (4)

Events (119)



[Mix & Match](#) (8)

[Conferences](#) (43)

[Pitching](#) (10)

[Hands-On Workshops](#) (16)

[Competitions & Awards](#) (44)

[Think Tank](#) (1)

[Courses & Seminars](#) (6)

[Exhibitions](#) (3)

[Tours](#) (5)

Places (43)



[Creative Working](#) (24)

[Incubators](#) (12)

[Hubs](#) (7)

Organizations (50)



[Welfare & Public Aid](#) (6)

[Chambers](#) (1)

[Associations](#) (21)

[Clusters](#) (7)

[Causes & Initiatives](#) (16)

Resources & References (101)



[Online Communities](#) (7)

[Research & Development Centers](#) (25)

[Knowledge Bases](#) (18)

[Directories](#) (8)

[Leaderboards](#) (1)

[News Publishers](#) (46)

SMALL BUSINESS GRANTS

- ✘ The Small Business Administration as well as other organizations sometimes offer grants to small businesses that are run by women, minorities, or veterans. If we fit into one of these categories, it's worth speaking to our local Chamber of Commerce, to see if there's local grant money that we may be able to apply for.
- ✘ **The downside?** *We should check carefully to make sure we won't need to pay the money back, or agree to certain conditions down the road. Not all grants have stipulations, but it's good to know what we're agreeing to before we accept the funds.*

WE DO NOT FIT IN THESE CATEGORIES!



CROWDFUNDING

- ✖ Crowdfunding is the practice of funding a project or venture by raising small amounts of money from a large number of people, typically via the Internet. In 2015, over US\$34 billion was raised worldwide by crowdfunding.
- ✖ Although similar concepts can also be executed through mail-order subscriptions, benefit events, and other methods, the term crowdfunding refers to Internet-mediated registries.
- ✖ This modern crowdfunding model is generally based on three types of actors: the project initiator who proposes the idea or project to be funded, individuals or groups who support the idea, and a moderating organization (the "platform") that brings the parties together to launch the idea.

Crowdfunding has been used to fund a wide range of for-profit, entrepreneurial ventures such as artistic and creative projects, medical expenses, travel, and community-oriented social entrepreneurship projects.

ALTHOUGH, IF SOMETHING GOES WRONG,



**ADIOS AMIGOS:
THE HEAD MASTER WILL EAT US !**

ANGEL INVESTORS

An angel investor (also known as a business angel, informal investor, angel funder, private investor, or seed investor) is an affluent individual who provides capital for a business start-up, usually in exchange for convertible debt or ownership equity.



Angel investors usually give support to start-ups at the initial moments (where risks of the start-ups failing are relatively high) and when most investors are not prepared to back them.



A small but increasing number of angel investors invest online through equity crowdfunding or organize themselves into angel groups or angel networks to share investment capital, as well as to provide advice to their portfolio companies. In the last 50 years the number of angel investors has greatly increased.

In our case,

- ✗ we could ask the Parents/Teachers Association of our school to fund ICON-kourabie start-up.
- ✗ also, an other way to fund our start-up ICON-kourabie is asking for support from the city council. There are ways of funding programs by the city council that we could get involved in.

... AND THEIR ANSWER WOULD BE :

**YOU WILL GET
NOTHING**



Finally, students of our school could organize some parties, events etc to raise money and fund our ICON-kourable start-up.



**YOU CAN
IMAGINE
HOW MUCH!**





CONCLUSION:

**WE BELIEVE
IN ANGELS
& NEED
AN ANGEL INVESTOR
FOR OUR**

ICON-KOURABIE

[illegible]

FOR YOUR ATTENTION