

STARTUP CAPITAL FOR THE IMPACT **ENTREPRENEUR**

For startup founders in the impact space, the path to capital is not always clear. Whether you're just getting off the ground, trying to get your first funder meeting or finding your true champions, fundraising takes a lot of trial and error. This infographic captures highlights from our four part series on startup capital.

Look for the links throughout the piece to read more.

SIX CREATIVE APPROACHES TO RAISING CAPITAL

FOUNDERS, **FRIENDS AND FAMILY**

Make the most of the resources in your network consider personal debt, loans, favors and IOUs.

CROWDFUNDING

immediate circle and deepen

Use online campaigns to get support beyond your

the engagement of

supporters who love

your work.

SIDE HUSTLE

A side gig can help pay the bills, and an aligned employer could be a good partner to build out and test an idea.

NETWORK

Get creative about meeting and engaging new people remember that asking for

advice can be a great way to

get people excited.

COMPETITIONS, CHALLENGES, AND MICRO-**FUNDING**

Seek out funding opportunities designed to nurture innovation, and provide exposure to influential players.

ACCELERATORS/ **INCUBATORS**

Apply to structured programs that offer access to resources, networks and expertise.

WHO ARE

LEARN MORE ABOUT CAPITAL PATHWAYS

ANGEL INVESTORS AND MAJOR DONORS

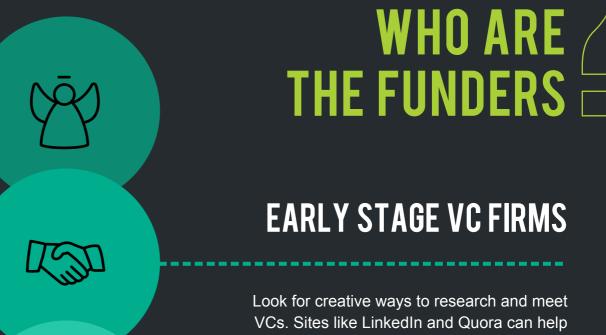
Get ready to build personal relationships they often invest because they believe in the team.

FOUNDATIONS

Institutional funders are focused on solving specific problems — think about how your startup can help them achieve their goals.

HYBRID MODELS

New models are blurring the lines between for-profits and nonprofits — foundations are exploring impact investing and for-profit accelerators are accepting nonprofits. Look for funders that support your vision, regardless of fiscal structure.



Look for creative ways to research and meet VCs. Sites like LinkedIn and Quora can help you do your homework, and pitch events often have VCs participating as judges.

ACCELERATORS

Every accelerator has a different focus and value to offer — consider domain expertise and network before applying.

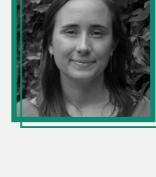
LEARN MORE ABOUT FUNDERS

WHAT ARE **FUNDERS LOOKING FOR**



VISION people to want to be a part of this and to want

to help you either for financial return or the emotional return of seeing you and your company win. - MORGAN DEBAUN



EXECUTION "Ideas aren't hard to come by. Success

is almost entirely about execution" - JULIE MENTER

Principal, New Media Ventures



"A big part of fundraising is inspiring other

Founder and CEO, Blavity



ABILITY TO LEARN "We look for founders who have experienced

founders tend to be agile, open to feedback, and resilient. And personal experience keeps them focused on the problem." - SHANNON FARLEY Co-Founder and Executive Director,

the problem they set out to solve. These

Fast Forward



"Being a tech nonprofit is hard. A successful one needs people who are resource magnets. We are looking for leaders that will attract

RESOURCEFULNESS

resources - money, talent and visibility." - MORGAN SIMON Managing Director, Candide Group



"I want a founder to be able to say 'Here are the five things we think we are doing right. Here are

TRANSPARENCY

the three places that might fail, and this is what we are doing to address them.' Knowing someone can be honest is important." - JOSH STEARNS Associate Director of the Public Square Program,

The Democracy Fund LEARN MORE ABOUT CRITERIA

OUT TO FUNDERS The relationships you have with your first funders have a lasting impact on your startup. These best practices can help you find and cultivate the right investors.

SIX RULES FOR REACHING

LISTEN TO FIND A

- JENNIFER BRANDEL

CEO and Founder, Hearken

Be informed, customize your introduction email or pitch, and show respect for investors' time. For foundations. Foundation Center and Guidestar are great resources. For VCs,

RESEARCH

DO YOUR

check out Quora and AngelList.

PERSONAL

you (and your work). Send them useful

to know you'll do whatever it takes.

Get to know your funders, and help them know

ways to demonstrate perseverance. They want

information and timely updates, and look for

"If you're willing to listen and do the homework, you can get stronger from interactions with the people who don't give you money."

MAKE A

CLEAR ASK

Don't be afraid to be direct, and

meet for two additional intros.

remember connections come from

surprising places. Ask everyone you

STRATEGY THAT WORKS FOR YOU For some founders, funding is a scale game: the more

meeting is often the hardest part.

make it easy to follow up quickly.

exposure they get, the better. For others, meeting with only those vetted by their network is the best use of time and resources. Either way, remember that getting the

NETWORKING

FOLLOW UP AND

FOLLOW THROUGH

Even the best meeting can be ruined by lack of follow-up.

Keep your materials organized and easily accessible to





If you're an early stage startup working to solve the big problems facing our democracy, you might be a great fit for New Media Ventures. Stay informed



about upcoming open calls:



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