



*The Abdus Salam
International Centre for Theoretical Physics*



2335-4

Workshop on Entrepreneurship for Physicists and Engineers from Developing Countries

23 - 27 April 2012

Start-up financing options for an entrepreneur

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**Joint ICTP-TWAS Workshop on Entrepreneurship
for Physicists and Engineers from Developing Countries
Trieste, Italy**

April 23-27, 2012

Session will cover:

*What is cash
needed for*

Types of funding

*What areas
currently hot for
lenders/ investors*

What is not

Sources of cash

Exercise

A few of the basics (1)

Security: asset-
backed lending

Equity and unsecured

A few of the basics (2)

Results of obtaining cash

What is hot?-Areas of interest

Cleantech

E-commerce

Cloud computing/ SaaS

Healthcare

Technology for financial services

Telecoms / electronics

What you really need to know

Sources of cash

- own money, borrowing against own assets
- friends (suppliers and customers) and family, cash rich lenders, peer to peer lending ZOPA in UK
- industry specific angels
- Research and Development tax credits
- Peer to peer loans (in UK Funding Circle),
- Banks/ Invoice discounters
- competitions and awards, Stars of Science
- joint venture, trade or finance, option to buy
- private placing/listing, (in UK Plus Markets, Aim)

Sources of cash – new start-up?

Crowdfunding

Trampoline is the first tech vendor to finance its growth through equity crowdfunding.

See Crowdcube –

<http://www.crowdcube.com/pg/how-it-works-4>

<http://www.petridish.org>

Sources of cash – new ideas

**How you can quickly find relevant
competition and awards.....try**

<http://www.fundmap.co.uk/ektn/>

Sources of cash – London ideas

Capital Enterprise

<http://capitalenterprise.org/capital-enterprise-initiatives/looking-for-funding/>

Your turn

Agree on one sentence that you would say to a potential investor/lender to interest them in your business.

You have 10 minutes to prepare , the pitch which must not exceed 30 seconds.

Thank you

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