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Helene Panzarino

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Helene Panzarino : Business Funding For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Business Funding For Dummies:

Get the business funding you need to secure your success The issue of funding is one of the biggest pain points for small- and medium-sized businesses; and one that comes up on a daily basis. Whether you're unsure about how to go about getting a loan, unfamiliar with the different options available to you or confused as to which would be the right solution for your particular business, Business Funding For Dummies provides plain-English, down-to-earth guidance on everything you need to successfully fund your business venture. Friendly, authoritative, and with a dash of humor thrown in for fun, this hands-on guide takes the fear out of funding and walks you step-by-step through the process of ensuring your business is financially viable. From crowd funding and angels to grants and friends, families, and fools, it covers every form of funding available; and helps you hone in on and secure the ones that are right for your unique needs. Includes mini case studies, quotes, and plenty of examples Offers excerpts from interviews with

financiers and entrepreneurs Topics covered include all forms of funding Covers angels in the UK and abroad If you're the owner or director of a small-to-medium-sized business looking to start an SME, but have been barking up the wrong tree, *Business Funding For Dummies* is the fast and easy way to get the funds you need.

From the Back Cover Learn to: Prepare to get the right investment for your business Assess the pros and cons of different forms of funding Determine when to use various funding and how to access it Evaluate the implications of your funding options Get the business funding you need to secure your success This hands-on guide takes the fear out of funding and walks you step-by-step through the process of ensuring your business is financially viable. From crowdfunding to investment angels to family and friends, this book covers every form of funding available; and helps you hone in on and secure the funding that's right for your unique needs. Put the 'fun' in funding; get friendly, accessible guidance on planning for funding at any stage of growth and laying the groundwork for business-funding success Give them something to talk about; create a compelling funding proposition that gets results, from preparing a winning business plan to delivering a pitch-perfect pitch; and all the bits in between Know your options; get your hands on free money, secure early-stage funding, acquire accelerator finance, weigh debt and other bank funding and consider alternative finance Don't go it alone; position yourself for growth with the help of a mentor, explore all the business-funding strategies out there and find out how to measure performance Open the book and find: How to lay a solid foundation to fund your business Step-by-step instructions on becoming investment ready Nifty aids to improve your pitch What you need to know about equity funding Growth strategies you don't want to be without Common business-funding pitfalls to avoid Ten things funders don't tell you The terms you must know before raising start-up capital About the Author Helene Panzarino is an entrepreneur, educator, mentor and advisor with nearly twenty years of experience helping thousands of SMEs understand, prepare for, and access traditional and alternative funding options at all stages in their business growth. A frequent round table participant, media guest, and event speaker, Helene combines hands-on experience with theoretical know-how, and a passion to share this with the wider community.