

Small Business Bootcamp

March 26-27, 2024



Raising Capital

Spark[™]
GROWTH

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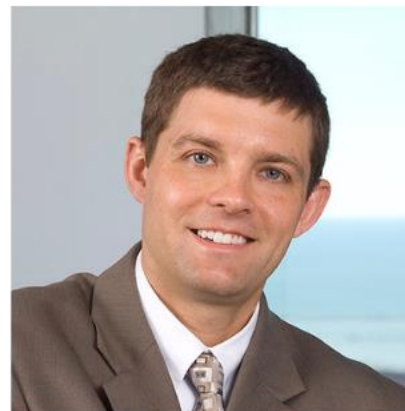
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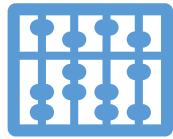
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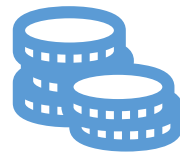
Scott Winston

Award-Winning Business
Transformation Consultant,
Project Manager, and
Mentor of the Year

Ask Better Questions, Get Better Answers.



What systems and process
will need to be in place or
growth



What will you need in
financial/business model



What will be required in
your legal structure



What are your capital
options

A Winding Roadmap of Funding



IDEA STAGE

- Starter Idea
- Developing Concept



PRE-SEED STAGE

- Defining Value Proposition
- Validating Your Market



EARLY STAGE

- Scaling Operations
- Earning Revenue



GROWTH STAGE

- Adding New Infrastructure
- Generating Significant Revenue



SEED STAGE

- Acquiring Customers
- Gaining Market Traction

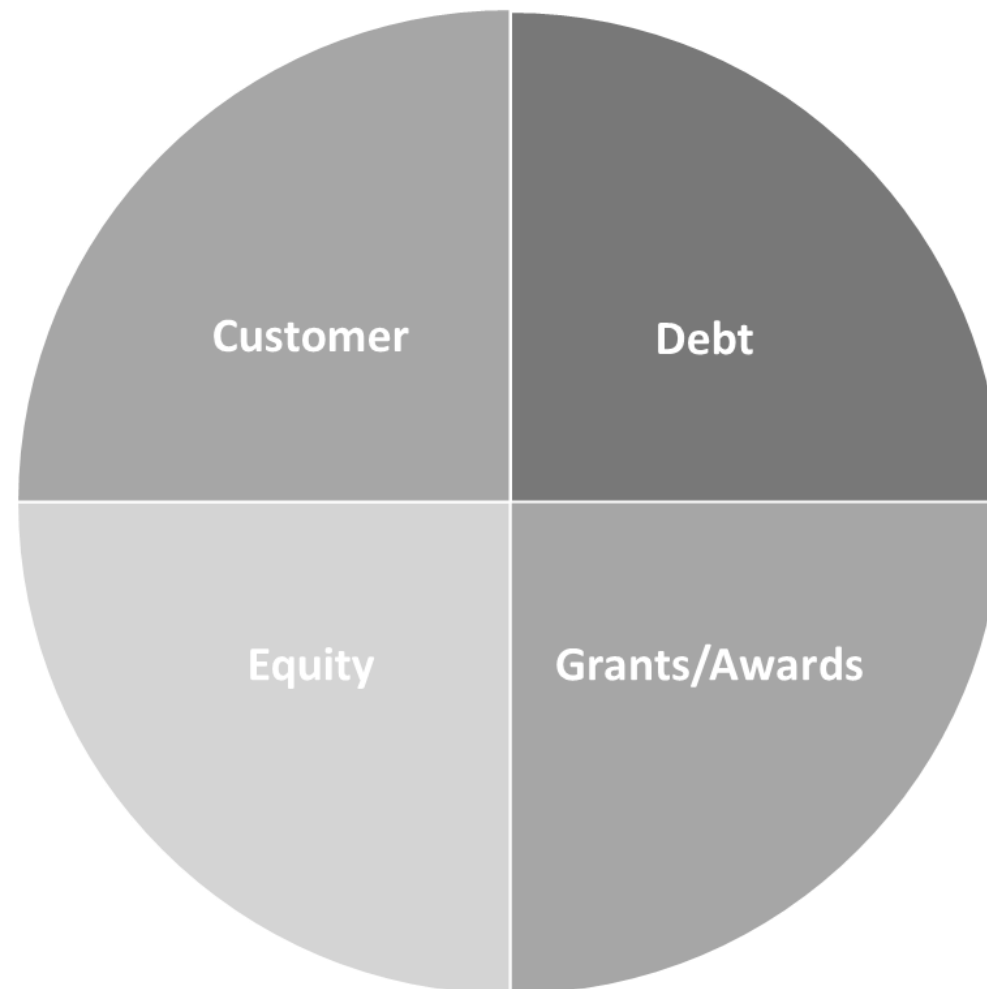
Do You Really Need Funding?

Raising capital is tough. If you will need funding, cash flow buys you time to survive, until you make it.

Customers are Good: Go lean and bootstrap when possible.

Think dual use: Government and Commercial prospects have different acquisition timeframes that together could provide stability.

Debt, lines of credit, and factoring may be options.



Raising Capital – Subjective Timeline

Raise:	\$500K	\$1-2M	\$2-5M	\$5-15M	<\$25M	>\$50M
Time:	0	1.5 yrs	3 yrs	5 yrs	7 yrs	10 yrs
Series:	R&D	Seed	Series A	Series B,C	Series D	Exit
Stage:	Idea	Start-up	Early	Expansion	Later	IPO
Source:	Self, F&F, SBIR, STTR	F&F, Angels	Angels, Venture Capital	Venture Capital, Strategic Partners	Mezzanine	I-Banks <i>Welcome to the Mix Foundations, Family Offices, Corporate Innovation and Diversity Funds</i>

Terms of the Deal

Terms of the Deal | Resources | Taft Stettinius & Hollister LLP

<https://www.taftlaw.com/resources/terms-of-the-deal/>



Stories & Questions: When it Works and When it Doesn't

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