

# EARLY STAGE FUNDING OPTIONS

It's a tough truth: you can't grow a business without access to capital. Fortunately, there are a lot of early-stage funding options available. This comparison chart is designed to help first-time founders and early-stage entrepreneurs like you make sense of your options.

	PERSONAL FINANCES	FRIENDS AND FAMILY (DEBT/EQUITY)	BANK (DEBT)	VC INVESTOR (EQUITY)	CISA (HYBRID)
LOW COST OF CAPITAL		X	X		X
FOUNDER RETAINS CONTROL OF COMPANY/ MINIMAL DILUTION	X	X	X		X
REPAYMENT TIMING IS FLEXIBLE	X	X		X	X
CAPITAL GUARANTEE NOT REQUIRED				X	X
ACCESSIBLE TO UNIQUE BUSINESS MODELS	X	X			X
AVERAGE FUND AMOUNT GREATER THAN \$150K			X	X	
FOUNDER RESOURCES AND SUPPORT				X	X
CAPITAL AVAILABLE PRE-TRACTION	X	X			X