

## Scorecard on How to Get Startup Funding

- Have I personally invested my own money (bootstrapped) into my business before looking for external funding?
- Have I applied for grants or business competitions that provide free funding?
- Have I explored crowdfunding platforms like Kickstarter or GoFundMe to test interest in my idea?
- Have I tried pre-selling my product or service to generate upfront cash?
- Do I understand the different startup funding options and how they apply to my business?
- Do I have a well-prepared business plan that clearly explains how much funding I need and how I'll use it?
- Have I researched alternative financing options like revenue-based funding or microloans?
- Have I considered bartering services instead of spending money on business needs?
- Have I built a strong personal and business brand that increases my credibility with potential funders?
- Do I have a network of mentors, business advisors, or industry connections who can guide me on funding opportunities?
- Have I identified companies that might be interested in sponsoring or partnering with my business?
- Have I taken the time to improve my pitching skills so I can confidently present my business to potential funders?
- Am I transparent about my financial records and capable of proving my business is worth investing in?
- Have I carefully considered the terms and risks of any loans or financing options before agreeing to them?
- Have I maintained a good credit score to increase my chances of getting funding when needed?

- Am I keeping track of business expenses to ensure I am using funds wisely and sustainably?