



Accelerating entrepreneurial success.

TwitterChat 4/15/15 Startup Funding

Q1

Launch_NY: First Question! Q1. What essential elements should I have in place before I start looking for funding? #launchhour
4/15/2015 4:04:08 PM

A1

MarnieLaVigne2: A1 Decide what type of funding you need - loan, grant/gift, equity capital? #launchhour
4/15/2015 4:04:52 PM

ken_rother: Clarity into what problem you are solving, who has that problem, how do they solve that problem today #launchhour
4/15/2015 4:04:54 PM

tonyfrontera1: Know what business you are in and who your customer is #launchhour
4/15/2015 4:04:58 PM

DavidThiemecke: Q1: Depends on stage of your business... We grew our businesses with debt financing and paid it pack. Now, we like a mix. #LaunchHour
4/15/2015 4:05:35 PM

ebizari: A1: Understanding if there is a need in the market ... has this been validated? #launchhour
4/15/2015 4:05:47 PM

TomUlbrich: No team = no funding - entrepreneurship isn't a solo sport #launchHour
4/15/2015 4:05:54 PM

DaveBulger: A1: Team, competitive landscape, customer validation, some path to traction, working product, thick skin... #launchHour
4/15/2015 4:06:07 PM

EbenPiazza: A1: 1. Team 2. Solve a problem 3. Need for funding (can I bootstrap) 4. Legal setup (LLC?) 5. MVP #launchHour
4/15/2015 4:06:10 PM

JParkerPR: A1: Have a business plan and growth strategy, a solid team, and know what kind of funding you're looking for. #launchhour
4/15/2015 4:06:24 PM

DavidThiemecke: A1: Stuff that helps to prep: business case for funding (need, use for funds, expected gain, milestones, metrics) #launchHour
4/15/2015 4:06:26 PM

tonyfrontera1: What comparative advantage do you have? Is it sustainable?

#launchhour
4/15/2015 4:06:55 PM

DavidThiemecke: A1: If you do an Executive Summary, start with why! #launchHour
4/15/2015 4:07:10 PM

StartUpGrindBuf: A1. Make sure you are solving a problem, need funding (or can I launch by bootstrapping?), team, and MVP in place #launchhour
4/15/2015 4:07:20 PM

716Labs: A1 - know why you need funds #launchhour
4/15/2015 4:07:38 PM

DavidThiemecke: A1: Investor Pitch Deck, Business Model Canvas, Financial Projections, your Team and advisors #launchHour
4/15/2015 4:08:08 PM

MarnieLaVigne2: A1 The first thing we ask for if a company says it's ready for investment is whether they have a pitch deck #launchhour
4/15/2015 4:08:17 PM

StartUpGrindBuf: @716Labs good point, do you need funds or can you bootstrap? What are advantage/disadvantage of both #launchhour
4/15/2015 4:08:35 PM

LumsdenCPA: @Launch_NY A1 #LaunchHour A business plan is key!
4/15/2015 4:08:36 PM

TomUlbrich: A1 - customer validation - have potential customers said they will buy your product or service? #launchHour
4/15/2015 4:08:38 PM

tonyfrontera1: A1 Be clear on how the funds will be used. #launchhour
4/15/2015 4:08:41 PM

peterjcinimo: I would say a good team in place and an understanding of what you need the money for. @Launch_NY #launchHour
4/15/2015 4:09:01 PM

DavidThiemecke: A1: To stand out, get to a prototype (MVP) or working product. A visual really helps investors grasp it. #launchHour
4/15/2015 4:09:12 PM

pbrooks5050: Q1 is your pitch deck effective? Is your team in place? #launchHour
4/15/2015 4:09:16 PM

JParkerPR: RT @716Labs: A1 - know why you need funds #launchhour
4/15/2015 4:09:21 PM

Q2

Launch_NY: Okay Q2. How do I decided what kind of funding I'll need? #launchhour
4/15/2015 4:09:30 PM

A2

DavidThiemecke: Q2: Kind of funding? Look at how a variety of factors fit your business model and growth projections... #LaunchHour
4/15/2015 4:11:14 PM

MarnieLaVigne2: A2. does everyone agree that a company should only take on investors if the needs of company are large enough to require it? #launchhour
4/15/2015 4:11:15 PM

LumsdenCPA: @Launch_NY A2 #LaunchHour It depends on what stage your business is in - debt financing may not be available. Equity investors might be nec
4/15/2015 4:11:30 PM

DavidThiemecke: A2: Factors include: payback obligations, equity stake, timeframe, milestone progress in cash flow proj, relationship needs #LaunchHour
4/15/2015 4:12:04 PM

TomUlbrich: A2 - bootstrapping, equity financing, debt financing - understand advantage and disadvantages of your options #launchHour
4/15/2015 4:12:43 PM

ColliganLaw: Sometimes bringing in an investor is about more than just the cash #launchhour
4/15/2015 4:12:52 PM

ColliganLaw: financing options may be limited for a true startup #launchhour
4/15/2015 4:13:33 PM

MarnieLaVigne2: A2 this decision is easier when the company can forecast its path forward to know how much it needs to drive cash flow #launchhour
4/15/2015 4:13:40 PM

ken_rother: A2. Remember for equity financing, investors want an exit. Taking equity means one day you will sell your company #launchhour
4/15/2015 4:13:41 PM

pbrooks5050: A2: really related to the company's goals and requirements for \$\$ to move ahead #launchhour
4/15/2015 4:13:56 PM

ebizari: Yes, right investors can open opportunity. RT @ColliganLaw Sometimes bringing in an investor is about more than just the cash #launchhour
4/15/2015 4:14:05 PM

gen4dev: A1 #launchhour - A clear operating model that your financial assumptions can be confidently developed and communicated around
4/15/2015 4:14:21 PM

ColliganLaw: @ken_rother Which is something to note early. If you're starting a lifestyle business, investment may simply not be available. #launchhour
4/15/2015 4:14:29 PM

EbenPiazza: A2 2/2 There is advantages/disadvantages for all types of #startup financing #launchhour
4/15/2015 4:14:34 PM

DaveBulger: A2: Unless U have a hi-growth solution to an understandable problem + solid traction, you get to be your own angel investor. :) #launchHour
4/15/2015 4:14:41 PM

Q3

Launch_NY: Q3. What do Angel investors want to see from companies? #launchhour
4/15/2015 4:15:09 PM

A3

UB_CBLS: A2 Grant funding can be helpful #Launchhour
4/15/2015 4:15:15 PM

DavidThiemecke: Q3: 30sec elevator pitch to snare me, and a 2min pitch to get into questions. #LaunchHour
4/15/2015 4:16:00 PM

clarkdever: @Launch_NY A3. That you have Sales, Customers, IP Protection, Barriers to Entry, Novel Idea, Well Executed, High Growth, #launchHour
4/15/2015 4:16:49 PM

ColliganLaw: @EbenPiazza A3. A team with a track record, MVP, a clear path to a return. #launchhour
4/15/2015 4:16:52 PM

EbenPiazza: A3: Good article regarding #VC's versus #AngelInvestor thanks to @StartupGrind <http://t.co/hfYP2r6960> #launchhour
4/15/2015 4:17:12 PM

TomUlbrich: Strong team #launchHour
4/15/2015 4:17:15 PM

DavidThiemecke: A3: In an eval session I'd like: 10min Pitch, Executive Summary (start with why!), Bus Canvas, Financial Proj, Team #launchhour
4/15/2015 4:17:16 PM

EbenPiazza: A3: #Angelinvestors seem to be more concerned with traction, having a team in place, and being in industry they have experience #launchhour
4/15/2015 4:17:57 PM

DavidThiemecke: A3: Your goal is to get into a conversation with the investor. Don't fear departing from your presentation! #launchhour
4/15/2015 4:18:00 PM

wnyINCUBATORS: @Launch_NY A3 #LaunchHour Angels/VCs are looking for major upside (&inherent risk) over safe but moderate returns.. need to think 10X bigger
4/15/2015 4:18:12 PM

MarnieLaVigne2: Q3 In 2014 the Buffalo Angels invested \$791,000 in four companies in 2014 that had a strong pitch AND team #launchhour
4/15/2015 4:18:31 PM

AlexAdema: A3: That you have validated your product is solving a problem that customers will pay to have solved #launchhour
4/15/2015 4:18:36 PM

StartUpGrindBuf: great point, sometimes it is easy to get "stuck" to powerpoint pitch
@DavidThiemecke #launchhour
4/15/2015 4:18:36 PM

DavidThiemecke: A3: Keep updating angels on your progress (ups/downs) afterward;
they like to see how you handle it. #launchhour
4/15/2015 4:18:45 PM

TomUlbrich: A3 - Is the team coachable? #launchHour
4/15/2015 4:18:51 PM

DavidThiemecke: A3: Tipping you into the contenders: Give 'em a visual prototype to
grasp it! #launchhour
4/15/2015 4:19:39 PM

StartUpGrindBuf: a3: #angelinvestor want to be able to add value to company and to
be involved in company #launchhour
4/15/2015 4:19:41 PM

bobkot9: A3 early revenue is extremely important #launchhour
4/15/2015 4:19:48 PM

StartUpGrindBuf: a3 Do not forget about #startup contests like @forty3north
#launchhour
4/15/2015 4:20:21 PM

UB_CBLS: Angels like to see use of non-dilutive funding sources such as UB CAT
<http://t.co/bcXeJVB0G9> #LaunchHour
4/15/2015 4:20:31 PM

TomUlbrich: A3 - Has the team segmented the market and selected a beachhead
market #launchHour
4/15/2015 4:21:11 PM

ken_rother: Let's not conflate Angles and VCs and that for that matter Seed Investors
#launchhour
4/15/2015 4:21:13 PM

DaveBulger: @StartUpGrindBuf @DavidThiemecke Agreed. I stopped even doing a
canned preso. Get the Angel talking, tailor pitch accordingly. #launchhour
4/15/2015 4:21:20 PM

bobkot9: Q3 if no revenue, then letters of support from potential customers or potential strategic partners
#launchhour
4/15/2015 4:21:21 PM

ken_rother: As a rule (with lots of exceptions) Angels invest in you, Seed investors in a market space,
VCs invest in growth #launchhour
4/15/2015 4:22:18 PM

gen4dev: A3 #launchhour Investors need to see that you've assessed ALL risk
associated with your venture and taken prudent steps to mitigate them
4/15/2015 4:22:44 PM

tonyfrontera1: A3 Credibility! #launchhour
4/15/2015 4:22:47 PM

MarnieLaVigne2: A3 The business model canvas is a laser-like way to make sure the

question of who is the customer is answered #launchhour
4/15/2015 4:22:55 PM

bobkot9: Remember that angel investors are investing THEIR own money and the hurdle tends to be high #launchhour
4/15/2015 4:23:26 PM

Q4

Launch_NY: Q4. Is there funding available from grant sources? #launchhour
4/15/2015 4:23:02 PM

A4

UB_CBLS: @StartUpGrindBuf A4 There are 15 CATs in NYS: <http://t.co/hUMROcacfG>
#LaunchHour
4/15/2015 4:23:17 PM

DavidThiemecke: A4: Yes: SBIR, STTR, UB CAT, business plan competitions, and many others!
#launchhour
4/15/2015 4:23:19 PM

DavidThiemecke: A4: Grants also known as non-dilutive sources! Very valuable for extending your runway (or getting to one). #launchhour
4/15/2015 4:24:19 PM

DavidThiemecke: A4: Don't forget your industry (e.g. healthcare has many social benefits grants). #launchhour
4/15/2015 4:24:58 PM

StartUpGrindBuf: A4: I know there are grants but sometimes not sure how to find them? #launchhour
4/15/2015 4:25:14 PM

Launch_NY: A4.Small Business Innovation Resources and Small Business Technology Transfer (SBIR/STTR) <http://t.co/pyhz69oXIh> #launchhour
4/15/2015 4:25:21 PM

UB_CBLS: A4 UB CAT RFP is open now! Companies with projects in life sciences welcome to apply: <http://t.co/bcXeJVjphz> #launchHour
4/15/2015 4:25:29 PM

pbrooks5050: A4 Grants for Growth in CNY and competitions in the new Centerstate Germinator #launchHour
4/15/2015 4:25:31 PM

bobkot9: If you are a technology company, then SBIRs, NYSERDA (clean tech) and business plan contests. #launchhour
4/15/2015 4:25:44 PM

TomUlbrich: A4 - Panasci Technology Competition and NYS Business Plan Competition #launchHour
4/15/2015 4:26:46 PM

EbenPiazza: a4: can also talk to the folks @Launch_NY for help in finding grants

#launchHour
4/15/2015 4:27:05 PM

MarnieLaVigne2: A4 It's best to map out the timelines for grant submission and awards so it's timed with your other funding sources and needs #launchhour
4/15/2015 4:27:19 PM

Launch_NY: NYS Business Plan Competition <http://t.co/VTt8iujC76> #launchhour
4/15/2015 4:27:56 PM

StartUpGrindBuf: Grants seem to be tricky because if timelines do not lineup with #equity investors can be issue? @MarnieLaVigne2 #launchhour
4/15/2015 4:28:17 PM

JoJo_Rings: A4: Business plan competitions such as the Panasci Business Plan Competition or RVD Idea Awards at Syracuse U #launchHour
4/15/2015 4:29:05 PM

StartUpGrindBuf: The Germninator looks awesome! @TechGarden_Tony and team do great work @pbrooks5050 #launchhour
4/15/2015 4:29:39 PM

DavidThiemecke: A4: Look outside your city too! Connect with @UVConnect #launchhour
4/15/2015 4:30:22 PM

Q5

Launch_NY: Q5. Are there unexpected pros or cons between accepting a loan for my business and accepting an investment in my business? #launchhour
4/15/2015 4:30:39 PM

A5

ColliganLaw: @Launch_NY A5: cap-table problems that prevent further investment down the road if not done properly early on. #launchhour
4/15/2015 4:31:09 PM

DavidThiemecke: A4: Loans/Pros: Generally leaves you more free to make decisions #launchhour
4/15/2015 4:31:16 PM

ColliganLaw: A5: equity will cost you more in the long run. #launchhour
4/15/2015 4:31:35 PM

StartUpGrindBuf: A5: Investment means you own less of company, but can grow fast w/ investment #launchhour

4/15/2015 4:31:39 PM

DavidThiemecke: A5: Loans/Pros: Retain a greater share of your profits (esp. after payback) #launchhour
4/15/2015 4:31:42 PM

ebizari: A5: Investor pros ... advisement and connections #launchhour
4/15/2015 4:31:56 PM

DavidThiemecke: A5: Loans/Pros: Known length of relationship #launchhour
4/15/2015 4:31:58 PM

DavidThiemecke: A5: Loans/Pros: Build a good relationship -- Lenders can do more than you think #launchhour
4/15/2015 4:32:25 PM

gen4dev: A5 - Validate your CONCEPT via lots of market intelligence. Validate viability with your prototype. Investors will look for both #launchHour
4/15/2015 4:32:27 PM

DavidThiemecke: A5: Loans/Pros: Can combine with equity raises (leverage) to extend runway #launchhour
4/15/2015 4:32:48 PM

EbenPiazza: a5: loans can work to grow a company as well, @aHealthTech never took any #equity financing #launchhour
4/15/2015 4:32:48 PM

bobkot9: Another advantage to equity investment is they might be available for additional investment rounds - no so with banks #launchhour
4/15/2015 4:32:49 PM

DavidThiemecke: A5: Loans/Pros: Good at giving you breathing room on normal operations and capital investments #launchhour
4/15/2015 4:33:05 PM

DavidThiemecke: A5: Loans/Pros: Generally doesn't urge leadership team changes #launchhour
4/15/2015 4:33:19 PM

UB_CBLs: A5. Some government programs, such as START-UP NY, have "related persons" components which investors may have an impact #launchHour
4/15/2015 4:33:22 PM

DavidThiemecke: A5: Loans/Pros: May be backed by government programs (e.g. SBA) that lower your rates #launchhour
4/15/2015 4:33:37 PM

DavidThiemecke: A5: Loans/Cons: May require restrictive covenants that limit your decisions (trigger condition?) #launchhour
4/15/2015 4:33:56 PM

DavidThiemecke: A5: Loans/Cons: Hard to get approval early in business's life, especially before revenue #launchhour
4/15/2015 4:34:11 PM

LumsdenCPA: A5 #LaunchHour keeping full control of your business

<https://t.co/AYungyxvT>
4/15/2015 4:34:12 PM

ColliganLaw: @bobkot9 A5: Banks will give you additional financing if you are growing or secured with valuable assets! #launchhour
4/15/2015 4:34:22 PM

AlexAdema: A5 seems like a good question to consult your @launch_ny EIR about re:your specific situation... #launchhour
4/15/2015 4:34:24 PM

StartUpGrindBuf: a5:1/2 other side of raising funds is limiting spending (spending wisely) Seth Godin wrote a great book (free) on bootstrapping #launchhour
4/15/2015 4:34:31 PM

DavidThiemecke: A5: Loans/Cons: May secure assets or personal guarantees, which you'll lose if you fall short on payments #launchhour
4/15/2015 4:34:32 PM

TomUlbrich: A5 - Consider do you want to be King(control) or Rich(give up equity to scale) #launchHour
4/15/2015 4:34:39 PM

StartUpGrindBuf: A5: 2/2 the book can be downloaded here <http://t.co/eDUrPpXT0r> #launchhour
4/15/2015 4:34:49 PM

DavidThiemecke: A5: Loans/Cons: Generally the first creditor in a bankruptcy #launchhour
4/15/2015 4:34:51 PM

ColliganLaw: A5: most loans will be personally guaranteed #launchhour
4/15/2015 4:34:57 PM

MarnieLaVigne2: @UB_CBLS good point - make sure you know what restrictions you may run into - e.g., VC investment restrictions if you want SBIR #launchhour
4/15/2015 4:35:03 PM

DavidThiemecke: A5: Loans/Cons: May add administrative burden, such as periodic financial reviews that reveal trigger events #launchhour
4/15/2015 4:35:21 PM

DavidThiemecke: A5: Invest/Pros: Relationship with a person who can advise and connect you #launchhour
4/15/2015 4:35:46 PM

DavidThiemecke: A5: Invest/Pros: Aligned with the bottom line, net income #launchhour
4/15/2015 4:36:02 PM

DavidThiemecke: A5: Invest/Pros: Sees your business as a whole, not just a source of cash flows #launchhour
4/15/2015 4:36:17 PM

ken_rother: Equity financing = someone else now has "skin in the game", Debt financing just wants to get their money back + small return #launchhour

4/15/2015 4:36:38 PM

DavidThiemecke: A5: Invest/Pros: Reputation boost from a unicorn investor!
#launchhour

4/15/2015 4:36:41 PM

DavidThiemecke: A5: Invest/Cons: Obviously equity... investors get a right to a share of profits and losses (but good for alignment!) #launchhour

4/15/2015 4:37:29 PM

DavidThiemecke: A5: Invest/Cons: May urge leadership team changes (could be good too!) #launchhour

4/15/2015 4:37:46 PM

DavidThiemecke: A5: Invest/Cons: May require the business to move close to the investor #launchhour

4/15/2015 4:38:03 PM

DavidThiemecke: A5: Invest/Cons: Each investor may have different personal expectations (e.g. timelines to returns) #launchhour

4/15/2015 4:38:17 PM

DavidThiemecke: A5: Invest/Cons: Investor expectation management can be a fulltime job (personal needs, SEC regulations) #launchhour

4/15/2015 4:38:31 PM

LumsdenCPA: #LaunchHour A5 Certainly - your accountant can be an invaluable advisor for these types of decisions. <https://t.co/TdimqZRxEt>

4/15/2015 4:39:03 PM

dangigante: A5 Loan/Con - ECIDA loan for You and Who ended up being very constraining when we wanted to change ownership. hurt our growth #launchhour

4/15/2015 4:40:35 PM

UVConnect: A5- equity holders ride with you. note holders ride on you #launchhour
@Launch_NY @DavidThiemecke .

4/15/2015 4:40:55 PM

Q6

Launch_NY: Q6. When is it best to start the funding discussions with funders?

#launchhour

4/15/2015 4:38:35 PM

A6

DavidThiemecke: A6: Before you need it, and after you've defined your values and needs #launchhour

4/15/2015 4:39:13 PM

MarnieLaVigne2: Q6 talking to funders is like talking to customers, do it early and often #launchhour

4/15/2015 4:39:46 PM

DavidThiemecke: A6: By values, I mean the principals that you live by, and make team mates committed for the long term. #launchhour

4/15/2015 4:39:52 PM

bobkot9: Q6 - never too early, especially if you approach them for advice - this begins building critical personal relationships #launchhour
4/15/2015 4:40:11 PM

DaveBulger: A6: Early and often. Everything takes longer than you expect and investors like to see progress along the way. #launchHour
4/15/2015 4:40:32 PM

ebizari: A6: Speak with investors at any time, but be cognizant of when/if you really need the money. #launchhour
4/15/2015 4:40:36 PM

ebizari: A6: Speak with investors at any time, but be cognizant of when/if you really need the money. #launchhour
4/15/2015 4:40:36 PM

pbrooks5050: A6, when you can foresee that you are going to need investment isn't too early to start #launchHour
4/15/2015 4:40:47 PM

DavidThiemecke: A6: Some investors want to see you pitch 3-4 times before they'll move to the next step. #launchhour
4/15/2015 4:41:19 PM

MarnieLaVigne2: A6 - can't say it enough - you have to plan around funder cycles, whether debt, grant, or equity #launchhour
4/15/2015 4:41:32 PM

bobkot9: Q6 remember, if you are looking for advice, ask for money. #launchhour
4/15/2015 4:42:19 PM

UVConnect: A6- Speak to funders early & update often. if they see u succeeding they will invest #launchhour @StartUpGrindBuf @Launch_NY
4/15/2015 4:42:23 PM

DaveBulger: A6: There is no Tinder for investors. They're the marrying kind. Start early, be patient. #launchHour
4/15/2015 4:45:03 PM

StartUpGrindBuf: A6: Speak to #investors before you need the #cash #launchhour
4/15/2015 4:45:29 PM

Q7

Launch_NY: Q7. Should I contract with a specialist, either for pay or equity, to help me? #launchhour
4/15/2015 4:44:56 PM

A7

DavidThiemecke: A7: If you're the CEO, investors usually want to see you doing two things: selling and courting investors. No way around. #launchhour
4/15/2015 4:45:42 PM

DavidThiemecke: A7: It will be a full-time job. Isn't everything? #launchhour
4/15/2015 4:46:12 PM

DavidThiemecke: A7: Delegate operations and development work to those you trust, and manage them. Make time to grow. #launchhour
4/15/2015 4:46:37 PM

DavidThiemecke: A7: Hired specialists offer insights, but they can't replace the trust that the board has in your judgements of what's best #launchhour
4/15/2015 4:47:06 PM

UVConnect: A7- The CEO's job is 2 sell. Vision 2 investors, products 2customers...#launchhour
4/15/2015 4:47:15 PM

EbenPiazza: A7: From previous #startupgrind speaker Rohini Srihari finding funding is crucial but you still need to optimize each day #launchhour
4/15/2015 4:47:22 PM

DavidThiemecke: A7: Not slagging on specialists, but you're still accountable as the CEO. #launchhour
4/15/2015 4:47:41 PM

UVConnect: A7 cont- & opportunity to new hires. It's ur job 2 raise funding, no one elses#launchhour #Startuny @StartUpGrindBuf @Start_Fast
4/15/2015 4:47:48 PM

LumsdenCPA: Q7. Finding funds take time away from growing my business, how to I find the right balance? #launchhour #twitterchat <https://t.co/pHBdFT8d5r>
4/15/2015 4:47:49 PM

ken_rother: A7: Specialists work well for SBIR grant. General fund raising needs to be core competency of CEO #launchhour
4/15/2015 4:48:10 PM

DaveBulger: A7: If you've built your network well, they'll help w/o comp. Post intro, it's all up to you anyway. #launchHour
4/15/2015 4:48:27 PM

TomUlbrich: A7 - for good or bad it often becomes the main role of the CEO in a scaling company that needs investment. #launchHour
4/15/2015 4:48:31 PM

MarnieLaVigne2: A7 Leveraging with others who can help you network to find funds is helpful but the core entrepreneur or team has to be involved #launchhour
4/15/2015 4:49:12 PM

EbenPiazza: A7: @Launch_NY has experts in #startup funding for free, you can always talk to @popo w/ @Z80Labs or @wnyINCUBATORS as well #launchhour
4/15/2015 4:49:47 PM

gen4dev: A7 - Getting a CEO onboard is a big lift before investment. Interim professionals can bridge the gap and prepare for funding #launchHour
4/15/2015 4:52:40 PM

Q8

Launch_NY: Q8. How do I find investment capital? Or Loans? #launchhour

4/15/2015 4:49:02 PM

A8

DavidThiemecke: A8: Have your 30sec pitch ready, but be conversational. #launchhour
4/15/2015 4:49:23 PM

DavidThiemecke: A8: Loans: start getting coffee with small business lending officers at banks serving your area. #launchhour
4/15/2015 4:49:45 PM

DavidThiemecke: A8: Get to know actual bankers! They're people too. Ask about their preferences and experience. #launchhour
4/15/2015 4:50:14 PM

DavidThiemecke: A8: Investors: go to startup events and begin meeting investors and those who know them. #launchhour
4/15/2015 4:50:37 PM

DavidThiemecke: A8: Treat investors like people. Get to know their bios and look for those who would be a good fit. #launchhour
4/15/2015 4:50:55 PM

UVConnect: A8- Seriously, lot's of platforms where you can search investors and find connections #launchhour @StartUpGrindBuf @Launch_NY @pbrooks5050 .
4/15/2015 4:50:56 PM

TomUlbrich: A8 - Network - you never know who you will meet or who connects you to an interested investor #launchHour
4/15/2015 4:51:07 PM

DavidThiemecke: A8: If an investor is not a good fit for you, do they know someone who is? Would they make an intro? #launchhour
4/15/2015 4:51:18 PM

ebizari: A8: Network to get to know them, and speak with knowledge to their interest points #launchhour
4/15/2015 4:51:45 PM

UVConnect: A8- Check out @AngelList @CB_fundings @gustly & @CBinsights 2 name just a few #launchhour
4/15/2015 4:51:59 PM

JParkerPR: A8: applying for @forty3north is a good option for high growth startups in almost any sector except retail and hospitality #launchHour
4/15/2015 4:52:22 PM

ebizari: A8: Launch NY knows the investment resources in the 27 county area of western NY! #launchhour
4/15/2015 4:52:36 PM

UVConnect: A8- And last but first...LinkedIn #launchhour
4/15/2015 4:52:40 PM

Launch_NY: A8. Upstate NY Resources <http://t.co/xJ3TvLNKhG> #launchhour
4/15/2015 4:53:29 PM

gen4dev: A8 - Strategic partners in your supply chain can bring significant resources and a strong commitment to success #launchHour
4/15/2015 4:56:23 PM

MelindaRath: A8: expand the network and selectively meet with people that can help #launchHour
4/15/2015 4:57:10 PM

Q9

Launch_NY: Q9. My business may be able to grow on its own without outside investment. Am I missing something if I don't look for funds? #launchhour
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A9

UB_CBLS: A9. START-UP NY can enable your business to operate 10 years tax-free, including its employees. <http://t.co/KqzE6K4dgR> #launchHour
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DavidThiemecke: A9: You have to understand the gains/losses of taking longer to achieve success. You're the only judge of what's right for you. #launchhour
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DavidThiemecke: A9: In addition to tangibles (cash, goals achieved), investors also bring intangibles (relationships, advice) #launchhour
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UB_CBLS: A9 Connect with area Universities (such as UB) for interns, research collaborations, and other resources through START-UP NY #launchHour
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DaveBulger: A9: Tough to scale without more cash than a startup can usually generate via revenue. #launchHour
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ken_rother: Q9, read <https://t.co/jCSkVcQD9r> from Founders Dilemma's. Do you want to be Rich or King. No right answer #launchhour
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DavidThiemecke: A9: We grew w/o outside investment for 18 years. Now strongly considering it in our next round of startups, and prepping. #launchhour
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DavidThiemecke: A9: Your plan B should forgo investment. You always have that option. #launchhour
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TomUlbrich: A9 - bootstrapping is a viable option and common approach - how many successful startups actually get funding? #launchHour
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EbenPiazza: A9: #funding takes twice as long and is twice as hard as expected

#launchhour
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gen4dev: Q9 - There are plenty of great ventures that have grown organically without investment. It's all about the end game #launchHour
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Q10

Launch_NY: Q10. All investors aren't created equally. How do I qualify potential investors to find those that are right for me? #launchhour
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A10

MarnieLaVigne2: Q10 Be sure the relationship with the investor is a fit for both of you - it's an intense marriage #launchhour
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DavidThiemecke: A10: The right fit: Values, Expectations, Personality, Risk tolerance, Timeframe (funds in, returns out), Valuation... #launchhour
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EbenPiazza: A10: Investors that can add value and money are a win win! #launchHour @Launch_NY
4/15/2015 4:58:58 PM

DavidThiemecke: A10: Right fit also: Liquidity, Form of returns, Relationships, Coachability, Respect, Preferred terms #launchhour
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DaveBulger: A10: Contact founders they've already funded. Only approach experts in your industry. Do your homework. Get a warm intro. #launchHour
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DavidThiemecke: A10: Most investors are committed to you and your team. Ask others about their relationship with this investor. #launchhour
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