4 pillars of finance

In order to get investment there's 4 pillars that you need to keep in mind before starting your new business.

1. Why you need it (working capital, development capital, etc.)
2. How much you need? When you need it ?
3. What type of finance you need (grant, loan, investment, etc.)
4. How you will access it

WHY?	HOW MUCH & BY WHEN?	WHAT?	HOW?
Start-up capital? Working capital? Development capital? Purchase capital?	Knowing how much to ask for from different types of funder Plan both for the short-term and long-term to ensure sustainability	Investments? Contracts? Trading /sales? Loans? Grant? Gifts? Membership fees? Corporate sponsorship?	Ensure you have the right legal structure Map potential funders / clients / investors Develop a funding strategy Develop a business plan and financial forecasts Check the requirements (information, governance, etc.)

Table 1: The 4 pillars of finance – what you need to consider (preso da http://redochre.org.uk/wp-content/uploads/2012/03/Finance-Toolkit-for-Social-Entrepreneurs_May-2011.pdf)

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Here are some questions to help you think about how to create a budget:

1. Think about your idea. What do you need to do it? Think of all the elements that can create expenses and make a rough estimate of the initial capital that you should have to start with your start-up.

2. Recreate a table like this and try to answer the different questions but this time related to your project.

3. Then reflect on the costs that each pillars could request and create a table.

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