



Funding Options for Startups: A Conceptual Framework and Practical Guide

K S V Menon, Garima Malik

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This is a pioneering effort to provide in one place, alternative sources of funding, professionally structured business plan and other related aspects of raising start-up funds.

Beginning with a detailed analysis of the Startup Ecosystem, the role of Incubators, Mentors & Accelerators (IMA) from the stage of ideation to the actual setting up of a project, principal players in this process like Universities, IITs, IIMs, Indian Business Houses, Multinational Corporations and reputed professionals and intrapreneurs have been identified and listed.

Pros and cons of angel finance, seed capital, venture capital, crowdfunding, impact investment, hedge fund, debt fund, private equity, valuation, recent deals & exits, emerging trends and ideas in the startup scenario are some of the areas discussed in detail in the publication.

Existing success stories and the government's thrust on creating India as a hub of startups is drawing many students to entrepreneurship. B-schools and IITs are rolling out enthusiastic professionals, accelerators etc.

A unique feature of the publication is a section on case studies, which demonstrate bird's eye view of their birth pain, how they traversed the thorny path, faced failure after failure, changed their ideas and strategies and finally how they reached their destination successfully.

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