

THE
IGNITION
PLAN 

Fire Up your Startup!



WELCOME BACK!

We had a number of great questions submitted this month. Thanks to everyone who responded and keep the questions coming!

Craig



I have been thinking about an exit strategy and I am not sure if I want to sell my company. So, I am wondering if there is a way to get investments that do not require an exit strategy. I am going to explore potentially uncommon fundraising opportunities and would like to understand my options.

-Amber Thompson, Founder Unconscious Bias
<https://www.linkedin.com/in/amber-thompson-9a7b3245/>

Hi Amber,

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Thanks for submitting your question. Exit planning is an important concept that all entrepreneurs should consider, even if you have no plans to sell your company.

You can absolutely build a successful and thriving business based on your goals and definition of success. However, it's important to note that **there are several types of investors that will not be interested in a business that does not have a plan to sell**, particularly venture capital and private equity. These types of investors have a limited timeframe in which to invest their capital and realize a profit so they **only invest in companies with a clear plan to sell**.

Your model (building a long term, profitable and cash flowing business) can be of interest to private investors, family offices, lenders and economic development who are more open to a long term, annuity type of investment (as well as investment with a mission). So, you should focus your efforts on finding these types of investors rather than traditional VC or PE firms.

When you talk to potential investors, think about **their** goals and how you can position your company as an attractive investment opportunity: Why should they invest money in your company? What is the potential payoff? What are the risks? I am sure you can put a compelling story together that can get investors excited about the opportunity.

Good luck!

DO AS I SAY, NOT AS I DO

Never say that you have no competition

It is not uncommon for an entrepreneur to be so excited and enthusiastic about his or her company that they believe there is nothing like it under the sun. Although you may truly have created something unique, alternatives always exist. There are many ways to solve customer problems and you need to acknowledge the competition and be aware of what they bring to the table. If you focus on the **unique value and benefit** that you provide to your customers, you will ultimately win the day.

E-mail Craig!



Would you like to guarantee that your question is answered, discuss your plans for world domination or simply have some one on one time to talk about whatever is on your mind?

I talk with entrepreneurs like you every day and would be happy to figure out how I can help. Drop me a note and we will find time to chat.

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