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How to Fund Your Millon Dollar Idea: Stop wasting time and find the ideal fit for your funding needs

Alicia Castillo Holley

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Most of the difficulties regarding funding firms and ideas are driven by the lack of understanding from entrepreneurs, managers, inventors and even consultants on how to select the appropriate funding mechanism. The book covers basic concepts, debt-based funding, equity-based funding, and the new 'un-funding' methods. This practical, focused, and goal driven book is filled with stories, lessons, tips, and facts to reduce time and resources wasted and improve the probability of getting funds. The book is organized in 8 chapters: 1. Introduction 2. Why this book 3. Concepts 4. Funding 5. Unfunding 6. Equity 7. Debt 8. Financial health The first 4 chapters create a foundation for strategic funding, and the last 4 chapters focus on execution. The new chapter on unfunding is revolutionary and includes many new options available today. The chapter on equity funding considers founders, family and friends, equity partners, angel investors, venture capital funds, and stock market. The chapter on debt includes short and long term from suppliers, creditors, lending institutions, and other lesser known mechanisms. Tips abound throughout the book are easy to read. In summary, this is an easy to read book about a difficult topic.

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