

6 TRICKS TO ATTRACT BUSINESS FINANCE



 WPA **Grade London Ltd**
Business Consulting & Corporate Strategist

 UK
Business Angels
Association

I am
an
entrepreneur

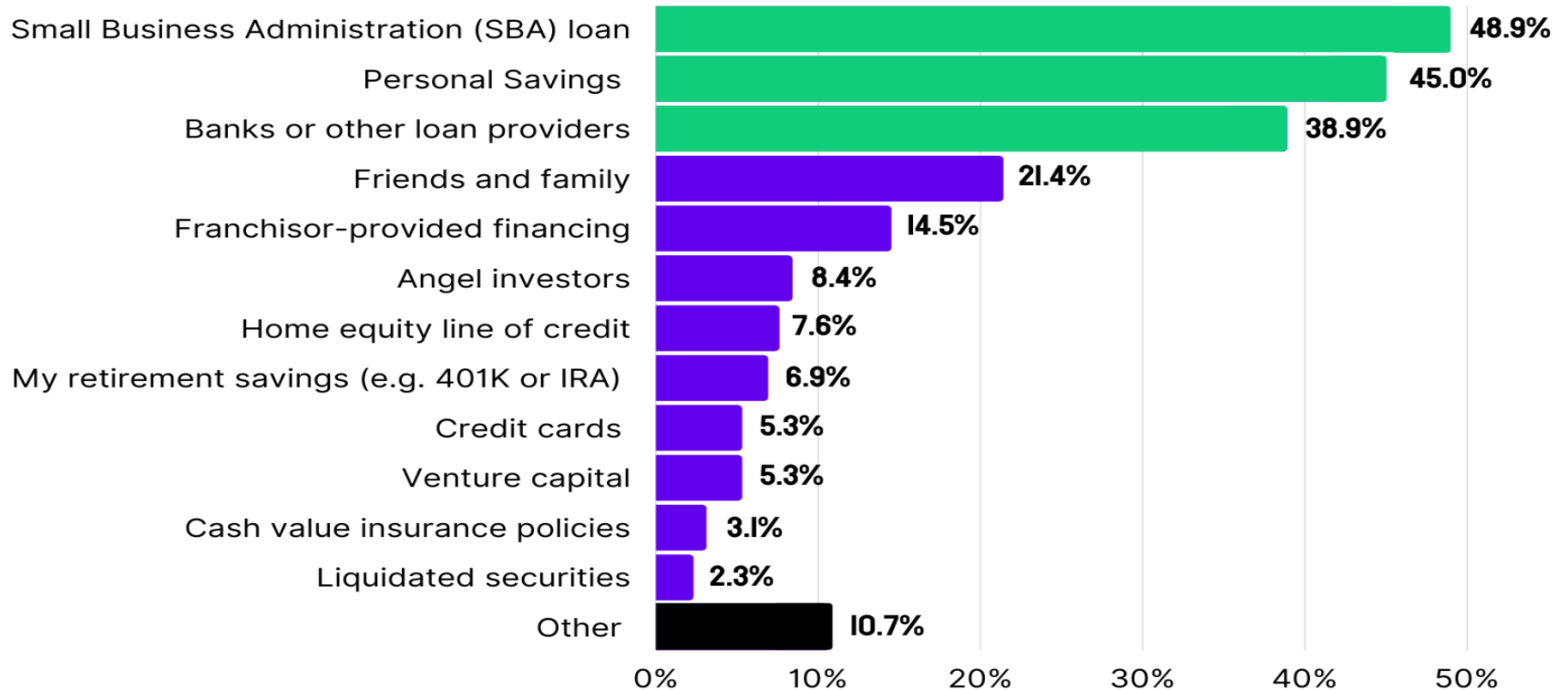
Looking for
Investors? 

I am
an
investor

Access Innovative
investments 

TOP THREE FUNDING SOURCES FOR STARTING BUSINESSES

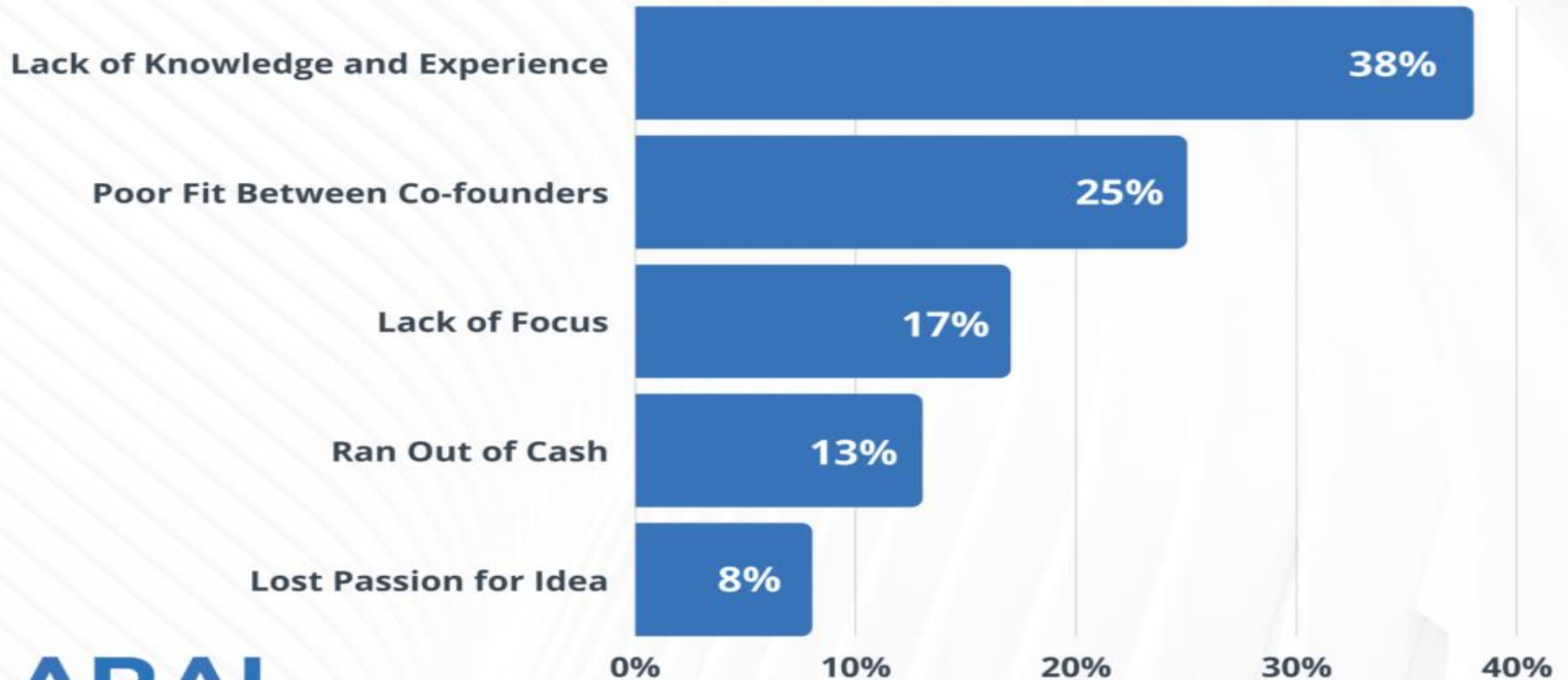
Source: FranchiseInsights.com Startup Sentiment Index™, Mar 2022



FE/MALE SWITCH

% of Respondents Including Source in Top Three Sources of Funding

Main Causes of Startup Failures



TOP 10 REASONS STARTUPS FAIL



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- 1. MUTUAL UNDERSTANDING**
- 2. PREVIOUS TRACK RECORD**
- 3. CORPORATE GOVERNANCE**
- 4. EXIT STRATEGY**
- 5. PROOF OF CONCEPT**
- 6. BUSINESS PLAN**



CITI

HSBC

BARCLAYS

STATE STREET

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