

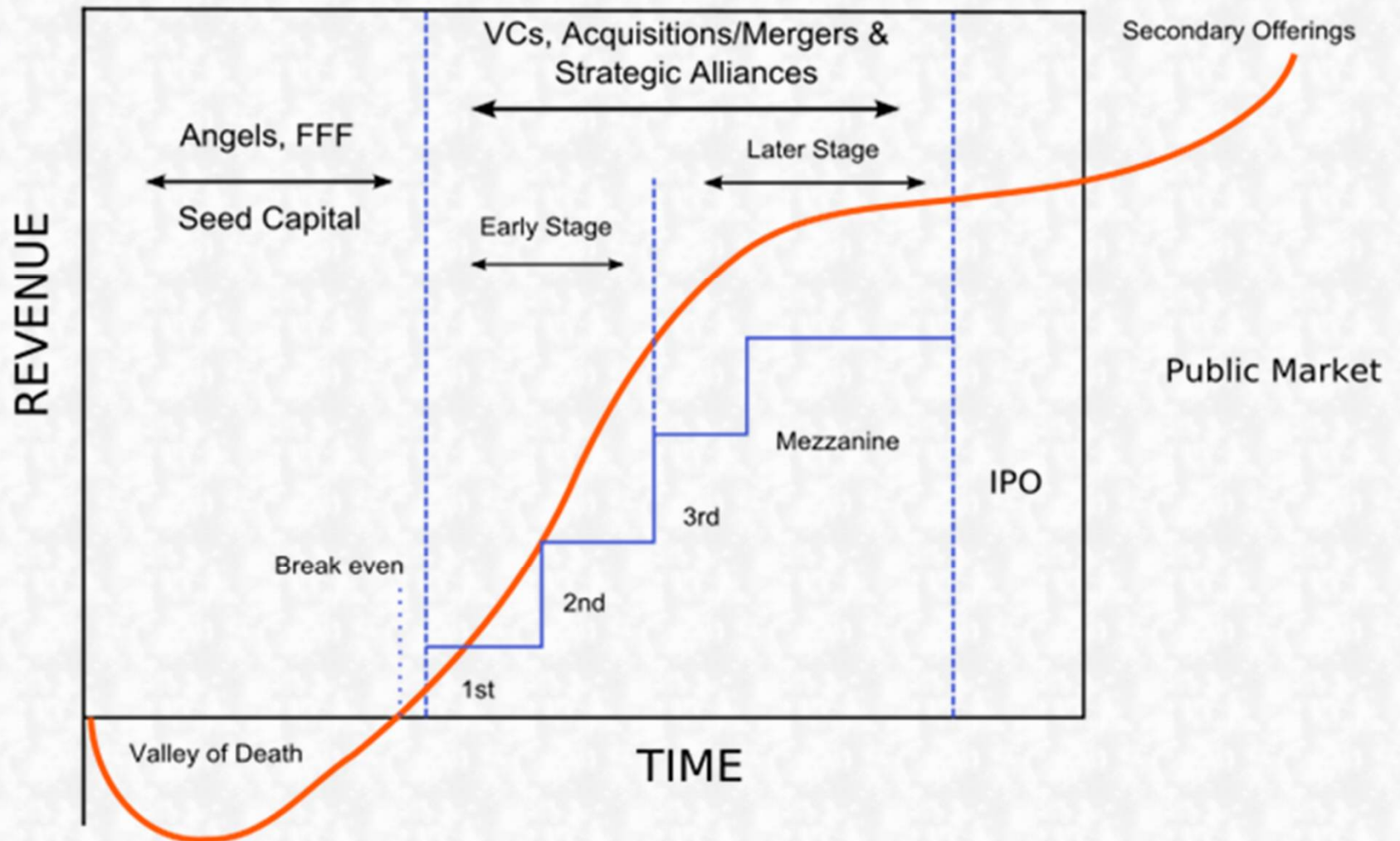
A black spiral-bound notebook with a white page. The spiral binding is on the left side. The text is centered on the page.

Startup & Idea Funding

Srini Vudayagiri

Peepul Capital

Startup Financing Cycle



Early Stage Funding

Incubators / Accelerators



- **Investment Size:** Upto \$100k
- Invest in ideas / business plans
- Access to shared office space and support services
- Mentorship and guidance from experienced entrepreneurs and technologists
- Provide access and support for seed funding from angels / investor groups



Seed Funding & Angel Investors



- **Investment Size:** 100k - \$750k as a syndicate
- Company should have a beta version of product / working prototype and well defined market potential
- Mentorship and guidance from experienced entrepreneurs and technologists



Venture Capital (Series A)

- **Investment Size:** Initial funding of \$2 - \$7m with ability to participate in follow on rounds
- Market accepted service offering / product being used by 2-3 clients
- Enables greater depth in product development, rapid market expansion and ability to hire talent
- Development of strong sales & marketing organization to access developed markets



All Images are property of respective owners. Not to be reproduced / copied.

Source : SignalHill

Accelerators : some features

Name	The Morpheus	IAccelerator	Microsoft Accelerator	GSF	Venture Nursery	Startup Village	Tlabs	The Hatch	The Startup Centre	Sideas	AngelPrime
Funding	5,00,000	Upto 10,00,000	NIL	15,00,000	Upto 25,00,000	10,00,000	Upto 10,00,000	10,00,000	10,00,000	Upto 2.5 Crores	
Focus (Speciality, if Any)	IT / ITeS	IT	IT	IT	IT (Media)	Student Startups	IT	IT	IT	IT	
Space	No	Yes	Yes	No	No	Yes	Yes	Yes	Yes	No	
Platform Dependency	No	No	Preferably MS Azure Cloud Computing Platform. Not Mandatory (via Mukund Mohan)	No	No	No	No	No	No	No	
Location	Anywhere You Are	Ahmedabad	Bangalore	Multi-City: Mumbai, Bangalore, Delhi	Mumbai	Kochi	Delhi	Chandigarh	Chennai with Outposts in Mumbai and Bangalore	Delhi	Ideas come from Inside. They are incubated and then a team is formed around it to run with it. A Replica of The Betaworks Model
Intake Stage	Idea/Prototype	Idea/Prototype	Idea/Prototype	Minimum Viable Product (MVP)	Idea/Prototype	PreOldea / Idea / Prototype	Idea/Prototype	Idea	Prototype	Early Stage Startup	
Programme Duration	3 Months	3 Months	4 Months	7 Weeks	3 Months (13 Weeks)	Upto 3 Years	4 Months	13 (1+12) Weeks + 1 Year Ongoing Support	Upto 12 Months (6 + 6 Months)	6 - 12 Months	
Equity % For Service	7 - 12%	3 - 12%	NIL	5 - 8%	3% + Variable on Pitch Day	Info not Available	10%	1 - 2%	Fee for Resident Programme + 10% in Accelerator Programme	15 - 30%	

Source : Vijay Anand, The StartUp Guy

Pitch

- Not Cricket or Baseball !!



- Let me show you some example

Use cashflows for funding

- Creditcard receivables
 - Neogrowth
- Large Vendor payments
 - Capital Float
 - Lending Kart
- Larger ticket funding
 - Intelligrow

Asset based funding

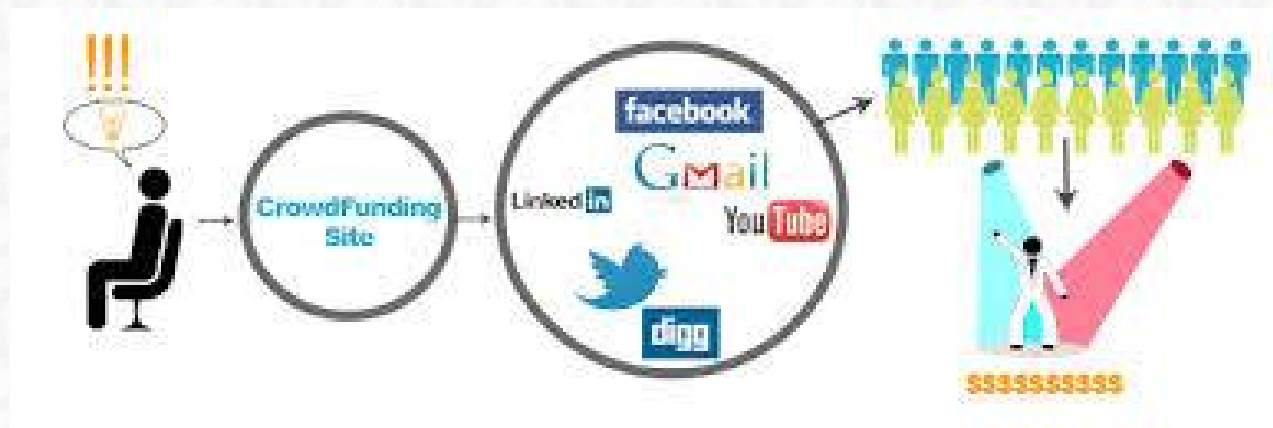
- Vistaar, Bangalore
- Intec Capital, Delhi
- Electronica Finance, Pune
- MAS Finance, Gujarat

Crowd Funding



Crowd Funding

- Letsventure.com – angels coming together
- Kiva.com / Microgram / Milaap (more for philanthropy)
- WishBerry / Pik A Venture / Ignite Intent
- Examples : Movies like ***I Am, Lucia***



Franchisee Funding



All Images are property of respective owners. Not to be reproduced / copied.

Franchisee Funding

- Exclusivity – territory / region
- Brand Ownership
- Longevity
- Lifestyle Vs Scaling



All Images are property of respective owners. Not to be reproduced / copied.

All The Very Best



All Images are property of respective owners. Not to be reproduced / copied.