

Funding Paths.

Fund a first run, not a whole company. Pick the money that fits you.

START HERE

You have a tested idea. Before you spend a dollar, you make a plan for the money. What you're funding is a first run: a small batch that puts your product in customers' hands.

1 • Find your number first

Add up your smallest run. Keep it rough. One number is the goal.

YOUR ROUGH TOTAL

PRODUCT UNITS FOR A SMALL FIRST RUN (\$)

2400

PACKAGING AND LABELS (\$)

600

SHIPPING TO YOUR DOOR (\$)

300

YOUR TARGET

\$3,300

The numbers above are an example. Type over them with your own.

2 • The five ways to fund a first run

COMPARE THEM

WAY	WHAT IT COSTS YOU	CONTROL YOU KEEP	SPEED
Your savings	It's your own cash at risk	All of it	Slow
Friends and family	A relationship, if it goes badly	Most of it	Fast
Pre-orders	You have to deliver what people paid for	All of it	Medium
Small loan or credit	Paid back later, with interest	All of it	Fast
Investor	A piece of your business, for good	You give some up	Slow

The cheapest money isn't always the right money. What looks free can still cost you control, speed or a relationship.

3 • The Funding Trifecta

HOW I FUND MY OWN FIRST LAUNCHES

One founder's way. Not financial, legal or tax advice.

1

Your savings.

A little of your own money first, because it shows you believe in it.

2

A small amount from friends and family.

Enough to close the gap on your run, from people who already believe in you. Not a big raise.

3

Pre-orders when you launch.

Your customers pay first, which funds the batch and proves people will buy.

Investors come last. Save them for when you have proof and a reason to move faster than your own cash allows. Today you pick the plan. You don't raise the money yet.

4 • Your funding line

WRITE IT DOWN

THE ROUGH NUMBER I NEED, THE PATHS I'LL USE, AND THE FIRST STEP TO TAKE

Educational content only, not financial or legal advice. Talk to a professional before you borrow money or take investment.

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