

# What Type of Funding Should I Use?

Has my company **not quite reached sustainable profits** yet?

NO

**Take bank debt.**

YES

Do I have a **strong, experienced management team** who knows how to build a business?

NO

**Raise equity.**

Raise equity from investors who can help you build your management team.

YES

Am I confident that our **future revenues will grow extremely quickly**?

NO

**Raise equity.**

Raise equity from investors interested in earlier stage investments.

YES

Are the **equity valuations** you are seeing **undervaluing** your company?

NO

**Raise equity.**

YES