

# The ESSENTIAL Questions

when



## Raising Finance for Your Business

(Demystifying what lenders and investors really want to know)

By Peter Darby

## Table of Contents

1	Introduction.....	1-1
2	The questions they all want answered .....	2-1
3	The often unspoken issues .....	3-1
4	Who especially wants to know what? .....	4-1
4.1	You .....	4-2
4.2	Your family .....	4-3
4.3	Your Friends.....	4-4
4.4	Trusts and Government.....	4-4
4.5	Finance Companies.....	4-6
4.6	Banks .....	4-7
4.7	Private investors and Business Angels .....	4-8
4.8	Venture capitalists .....	4-9
4.9	Stock markets .....	4-11
5	Answering the questions.....	5-12
6	Bringing it all together.....	6-1
6.1	Grouping the Questions .....	6-2
6.1.1	Background.....	6-2
6.1.2	Management .....	6-3
6.1.3	Marketing .....	6-3
6.1.4	Business Operations.....	6-4
6.1.5	Finance.....	6-4

6.1.6	Investment .....	6-4
6.1.7	Return.....	6-5
6.2	Advisors .....	6-5
7	Finally.....	7-6