Whether you are looking to start a new business or to expand the operations of an existing business, you will always need capital. *How To Get Investors For Your Business* explores a wide spectrum of opportunities in seeking venture capital or risk capital investors. From friends and family to professionally managed venture capital funds, all potential sources of capital are reviewed and considered. This course explains the processes of determining capital needs for the small business and will help you to understand the difference between equity investors and business partners. You will learn the different methods of finding and raising capital and how to research and contact potential business investors.

**Course Objectives:**

Upon completion of this course, the participant should be able to:

1. Demonstrate an understanding of business investment opportunities and outcomes
2. Understand the difference between equity investors and business partners
3. Explain the process of determining capital needs for the small business
4. Understand how to research and contact potential business investors
5. Access local and internet sources of help and guidance for Small Business Start Ups *(including the City of Austin Small Business Program - Business Solution Center)*

**Required Participant Materials:**

- 3 Ring Loose Leaf Binder (1½ inch) with Clear Plastic Cover Insert

**Prior to Class:**

Email Instructor a short bio of work experience, education, area of interest for starting or operating a small business (if known) and projected time frame.