FRONT COVER:

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Foreword

The OPM (Other People's Money) strategy aid in getting business started with fast startup capital. Get all the info you need here.

The OPM Strategy

The fastest way to get a business started with other people's money

Chapter 1:

Business Money Basics

Synopsis

As goes with its name, getting business started with other people's money is what entrepreneurs do today to gain great success; it can be hard to get resources other than that.

The Basics

Benefits of Using OPM:

1. OPM gives you freedom to do what you want; it allows you to take part in deals of which your own resources may not be helpful.

2. OPM allows you to make your own choice, and do it.

3. OPM saves time - that means shorter time to develop a business and run it well, rather than using your own financial support which requires a longer period.

4. Potential of gaining wealth is no longer limited to your savings and investments of profits made.

Where to Get OPM Resources:

1. Government grants. Getting help from government may not require you to pay it back. Find out more information about it. Be ready with all legal documents and a business plan, if you must.

2. Family and friends. Getting financial support from family and friends may be the most convenient way. However, it may end up being a success or a failure as well. Make it professional by returning the money to them as soon as you gain profit.

3. Investors. Investors such as angel investors and venture capitalists are willing to make high-risk investments, providing they can foresee a great future and growth potential of your business. Angel investors are generally wealthy and experienced, and may be involved with your business. Venture capitalists are professional funders; they have no experience in your business and may find more resources to support your business financially.

4. Crowd funding. Crowd funding involves a network of people, generally through the internet, to pool their money together to help one financially. Crowd funding reaches a larger audience and broader area to raise funds.

Chapter 2:

Make Sure You Have Your Message In Order To Find Investors

Synopsis

Investors invest; some would go for high-risk investments, but generally, investors only invest in entrepreneurs who deliver their message well or attract their attention. These are some important factors to consider in order attracting investors:

Get It Right

• Prepare a business plan. This is necessary, as investors would like to know about your business in detail. The main section of a business plan that may attract investors is the executive summary. It summarizes the whole business plan, and usually investors look at it before deciding to go through the whole business plan.

• The system that evaluates entrepreneurs must be efficient. Why do you find investors and why particularly the one you want? Tell it. Show your potential. Do not depend on investors or other parties to develop your business. Show initiative and be proactive to get everything else needed for your business. However, do not attempt to change the system investors use to deal with.

• Understand and be able to distinguish between the need for startup capital and being ready to ask for it. Most entrepreneurs seek investors for the needs of getting startup capital, instead of being ready. If you have a strong need for startup capital, you may send messages to investors as such: “I need you to help me as I’m unable to raise funds by other means”; “I’m not willing to fork out my own finances, so I need your help”. On the other hand, if you are ready to ask for investments, you would have done much homework on it, this may be the message: “I've done research on various sources of capital available for me and I'm ready to work with you because you're the best match.”

Chapter 3:

Learn About Angel Investors

Synopsis

Angel investors are generally wealthy individuals who are experienced entrepreneurs and are mostly interested in being involved the business they invest in.

Angel investors require equity financing, meaning they would make large investments, but want high returns from the companies or businesses, as much as ten to thirty times of the amount they invested. Angel investors may come as an individual or a group.

Have A Look At These Investors

Angel Investors:

1. Provide needed funding for startup. When entrepreneurs are struggling to get funds from their family and friends or loans, angel investors provide them with an adequate amount of startup capital, foreseeing the businesses brings great potential for growth.

2. Do not charge high monthly fees. Angel investors do not charge outstanding payment rates like bank loans or credit card payments. With such, entrepreneurs can focus on growing their businesses instead of figuring out how to pay off the high monthly fees, thus bringing more profits to the businesses.

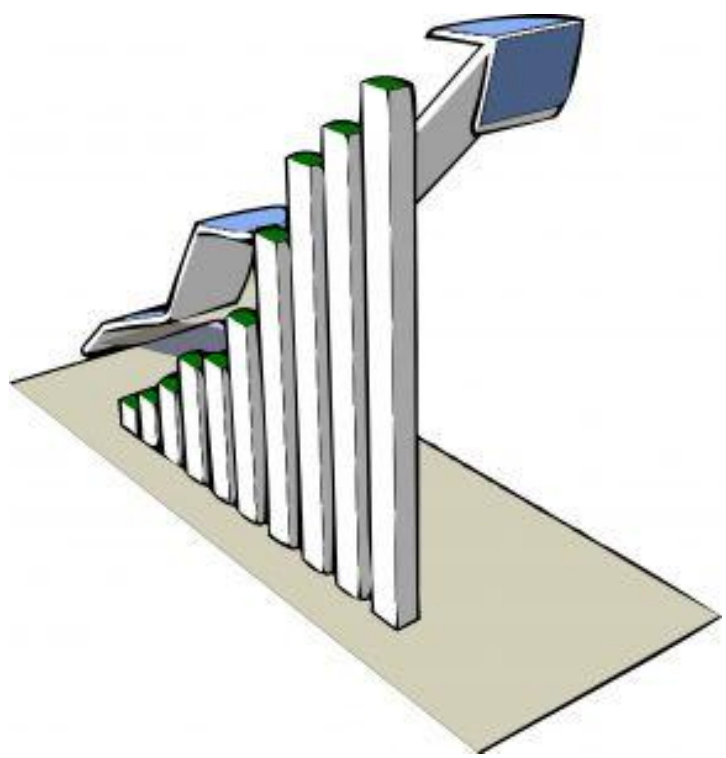
3. Have flexible business agreements. Unlike venture capitalist or bank loans, angel investors invest with their own money, so entrepreneurs can negotiate business deals with them.

4. Bring experience and knowledge to new businesses. As stated above, angel investors are experienced entrepreneurs. Since they may be involved with the new business of which they invest in, they also aid in giving information or bringing business knowledge into it.

5. Hardly make follow-on investments. This is to prevent angel investors from loss, as they will not have to invest further in an unsuccessful businesses. Then, they are able to focus and invest in

other businesses that are more interesting and having great growth potential.

6. Do not have national recognition. Angel investors do not have well-documented directories or national registers like their investor counterparts – venture capitalists. Angel investors are usually low-profiled, and are mysterious, to prevent "harassments" by new entrepreneurs.



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