



## Find financing options

### How to finance a business creation project?

In general, you can obtain financing for your business creation project by :

1. Equity investors
2. Banks and credit institutions
3. Crowdfunding platforms
4. Public bodies

#### **1. Equity investors**

Equity investors will take shares in your company with the goal of making a profit in a few years. This type of investment is only possible if you create a company, not a self-employment or sole proprietorship.

You can seek equity investment from different types of investors :

- Associates to offer them to advance money to the company in addition to their contribution to the company's start-up capital.
- Your relatives to solicit an investment.
- Professional investors: Business Angels or specialized funds depending on the sector and the level of progress of your project.

#### **2. Banks and credit institutions**

You can call on banks and specialised credit institutions to finance part of the company's assets.

To make it simple, you need 2 things for the project to be bankable:

- Demonstrate that your project is credible: existence of a market, your knowledge of the sector, etc.
- An equity contribution allowing a fair distribution of the financial risks between the bank and the project leaders (you already have part of the money needed for your project)

There are a large number of specialized products at your disposal: from overdraft to borrowing and leasing. You will need to contact a bank to find out all the options.

#### **3. Crowdfunding platforms**

Crowdfunding platforms allow you to collect donations, loans, or investments from a large group of people.



The idea behind this concept is that it is sometimes easier to find 1,000 people who can contribute 1€ to the financing of the project than one person who can contribute 1,000€ alone. Find out more about the platforms that exist in your country.

#### **4. Public bodies**

The last type of actors from which you can apply for financial aid to finance your business creation project are public bodies.

This category includes aid granted by the State and the European Commission. To do so, you can find out on the internet about possible aid in your country.