



Funding

This round, my company raised funding from

- VC
(and/or)
- Bank loan

VC:

\$ _____ BB for _____ (# of shares)
(and/or)

Bank loan amount:

\$ _____ BB at 10% interest

Shares of Stock	
from after Stage B	
- <small>(minus)</small> # sold in Stage C	
=	Total <i>on hand</i>

Cash Flow

Cash In	
Stage B cash on hand	\$ _____ BB
VC, round 3	\$ _____ BB
Bank Loan	\$ _____ BB
(other)	\$ _____ BB
(other)	\$ _____ BB
(other)	\$ _____ BB
(other)	\$ _____ BB
Total Cash In	\$ _____ BB

Cash Out	
poster	\$ _____ BB
commercial airtime	\$ _____ BB
(other marketing)	\$ _____ BB
rent	\$ _____ BB
salaries	\$ _____ BB
interest	\$ _____ BB
(other)	\$ _____ BB
Total Cash Out	\$ _____ BB

Stage C Cash on hand
\$ _____ BB

1. What is the purpose of a marketing campaign?
2. What marketing strategies did your company use? Explain why?
3. How does technology support marketing?

Review