

Stage C:

Marketing

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

-
(minus)

=

Stage C
Cash
on hand

\$ _____ BB

Review

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?