



Stage C:

Marketing

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	3

This round, my company raised funding from

__ vc

(and/or)

Bank loan

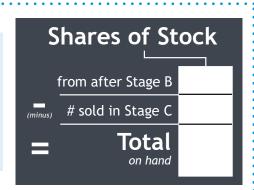
VC:

\$_____BB for _____ (# of shares)

(and/or)

Bank loan amount:

\$_____BB at 10% interest





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

Cash Out Website ВВ Commercial airtime ВВ (other marketing) Rent BB **Salaries** ВВ Interest ВВ (other) ВВ **Total** Cash Out

Stage C Cash on hand

1. What is the purpose of a marketing campaign?

Review

2. What marketing strategies did your company use? Explain why?

(minus)

3. How does **technology** support marketing?