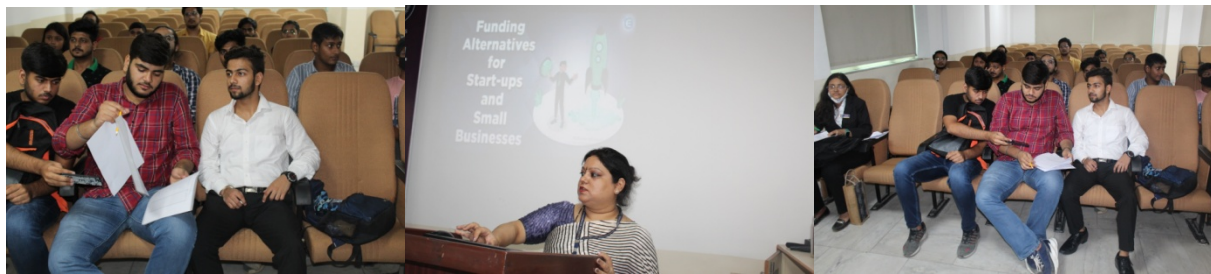


## IIC WEBINAR ON FINANCING OPTIONS FOR STARTUPS

15<sup>th</sup> JUNE, 2022

Gitarattan International Business School through its Institute Innovation and Entrepreneurship Cell (IIC) constituted under the guidance of Ministry of Education Innovation Cell organized seminar cum workshop titled 'Financing Options for Startups' on 15 June, 2022. The resource person was Ms. Manisha Kaushal Arora, Certified Innovation Ambassador and Assistant Professor at GIBS. The session was undertaken as a self-driven activity for the quarter 3 & 4 of IIC 4.0.



According to a recent survey, more than 94 percent of new firms fail in their first year. One of the most common reasons is lack of funds. Money is the lifeblood of any company. The lengthy, arduous but fascinating path from idea to revenue-generating firm necessitates the use of cash as a fuel. As a result, entrepreneurs ask themselves, "How can I finance my startup?" The workshop primarily focused on offering comprehensive advice on various startup funding sources. It also analyzed some of the most typical obstacles that entrepreneurs come across while raising finances or capital for their business.

Ms. Manisha is a certified Innovation Ambassador by Ministry of Education IIC (MOE IIC) and faculty in the area of Finance. During her session she introduced various financing options along with their merits and demerits. She introduced ten different sources and the process of getting funds from these sources. Ms. Manisha dealt with the students' apprehensions about the startups very deftly. The questions asked by the audience received insightful answers. The session motivated the students to aim for their own Startup.

**Prepared By: Ms. Manisha Kaushal Arora, Assistant Professor, GIBS**