

# Startup Funding for Researchers



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# Startup

An organization in search  
of a viable business model

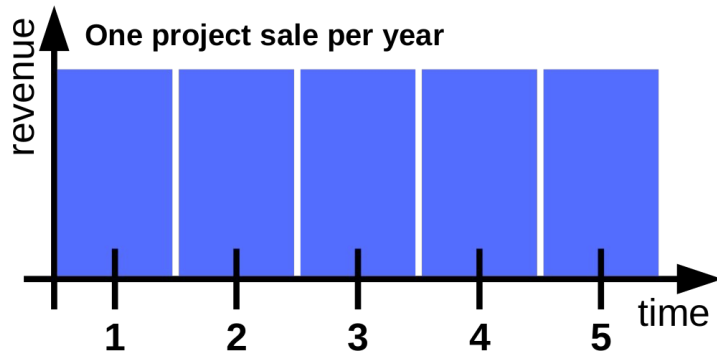
**1. Idea**

**2. Team**

**3. Funding**

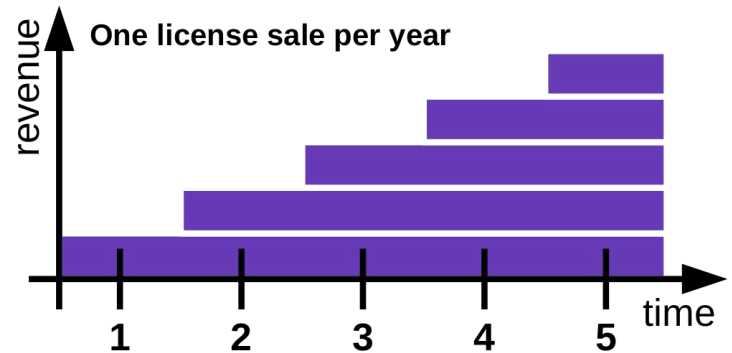
# Project

for a client



# Product

for a market



# Two Ways to Grow



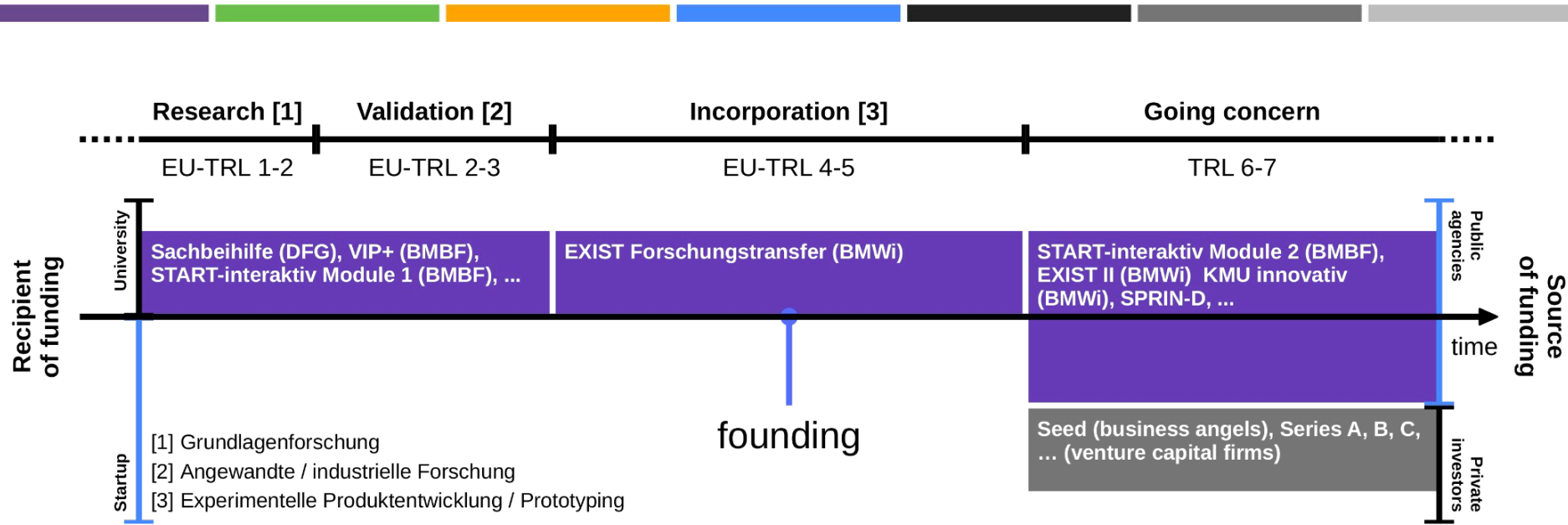
Growth using external funding (“Silicon Valley style startup”)

- Grow as fast as you can to capture market share
- Use external funds for growth (equity for capital)
- Relentless focus on product and market share

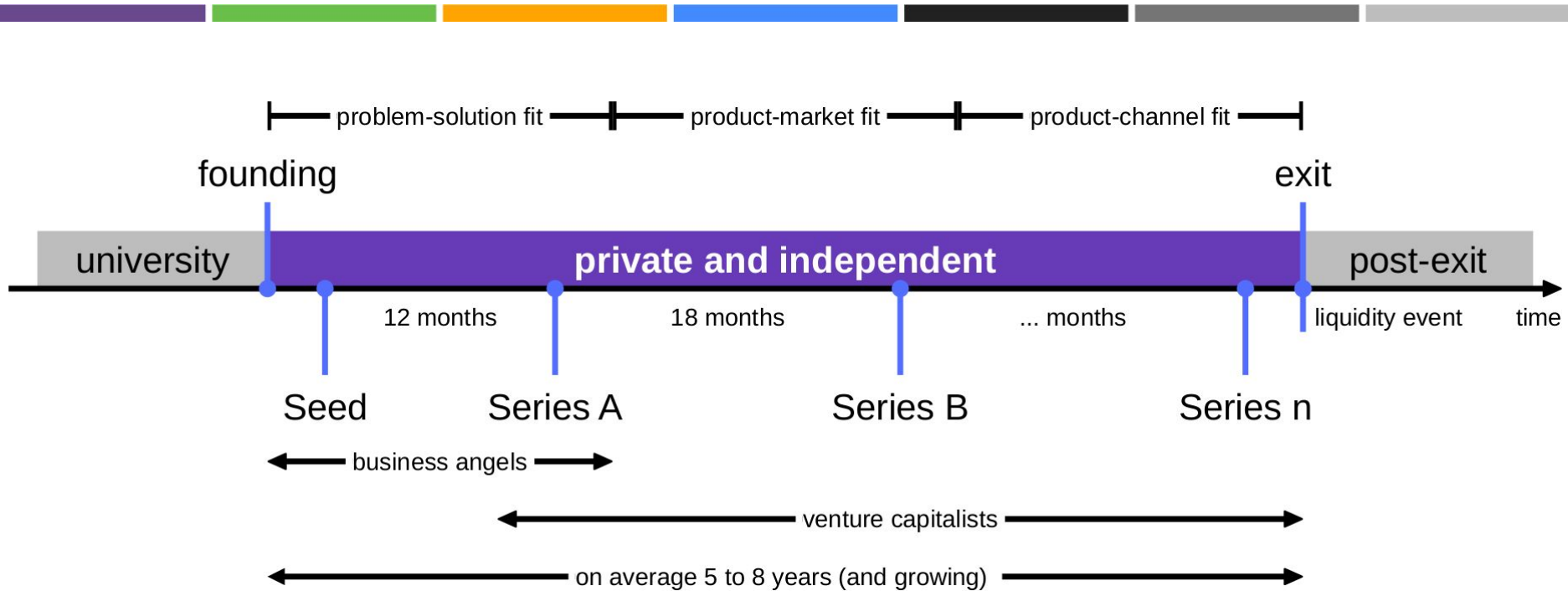
Growth from own resources (“life-style startup”)

- Reach breakeven as fast as possible
- Reinvest any profits into growth
- Possibly combine projects with products

# The German Public Funding Ecosystem



# Business Angels and Venture Capitalists



# Any Questions? Get in Touch!



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