



Are you ready to
navigate the
fundraising
process?

Northward Partners is not a CPA Firm

CAPITAL SOLUTIONS

Northward Partners guides you through the capital process.

Receive expert guidance & support raising capital and securing financing.

CAPITAL MARKET COMPONENTS

Primary Market is where new securities are issued and sold for the first time. Companies raise capital issuing new shares of stock (equity) or bonds (debt) to investors. Often this is facilitated through initial public offerings (IPOs) or bond offerings.

Secondary Market is where previously issued securities are bought and sold among investors. Including stock exchanges, where shares are publicly traded. The secondary market provides liquidity to investors, allowing them to buy and sell securities after the initial offering.

Fund Raising is the process of raising capital or funds for a business or project.

- 1. Equity Financing:** Raise funds by selling ownership stakes in the form of shares of stock. This can be done through private placements or public IPO.
- 2. Debt Financing:** Borrow money issuing bonds or taking loans from banks or other financial institutions. Debt financing involves repaying the borrowed amount & interest over a specified period.
- 3. Venture Capital:** Startups and early-stage companies frequently raise funds with venture capital firms which provide capital in exchange for an ownership stake. Venture capital firms typically invest in high-growth potential companies.
- 4. Angel Investors:** Angel investors are individuals who provide capital to startups or early-stage companies in exchange for equity. They often provide mentorship and guidance in addition to funding.
- 5. Crowdfunding:** Crowdfunding platforms allow businesses or individuals to raise funds from a large number of people who contribute small amounts. This can be done through rewards-based crowdfunding, equity crowdfunding, or peer-to-peer lending.
- 6. Grants and Subsidies:** Businesses may also seek funding through grants or subsidies provided by government agencies, non-profit organizations, or foundations. These funds do not need to be repaid but often come with specific requirements or restrictions.

Let us help identify suitable funding sources and navigate the fundraising process.

Chris Carrigee, PE, CPA

Sales Executive

m (985)807-7798

ccarrigee@northwardpartners.com

northwardpartners.com

