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# 5 Tips to Help Entrepreneurs Connect with Funding

admin | Jan 22, 2010 | [Comments 0](#)



**Small and medium-sized businesses play a vital role in the American economy accounting for nearly 50% of the nation's GDP.**

Given the current state of the economy many small companies and start-ups are finding it increasingly difficult to find proper funding leaving and thereby resulting in increasingly high rates of failure.

Richard Singer, co-founder and CEO of Network Media Holdings ("NMH"), has the solution for entrepreneurs who are discouraged by an inability to locate funding. Through two of the companies various online media properties, [RaiseCapital.com](#) and [RaiseCapital TV](#), NMH provides a forum for entrepreneurs with start-up or existing businesses to connect with and share their ideas with an array of investors regardless of geographic location.

**Mr. Singer has the following tips to help entrepreneurs connect with funding:**

**Utilize the Internet to post your ideas for venture capitalists to see.** Venture capital funding is difficult to secure if you only speak to a small group of people about your idea. By posting on the Web, you are casting your net reach far and reaching the largest audience possible, thereby increasing your odds of finding capital. Most importantly, it's free.

**Study your competition and seek out alternative approaches that will make your business unique.** Venture capitalists will likely take notice of your creative idea and support a business where they can expect a substantial return on their investment.

**Demonstrate the market demand for your product or service.** Whether an existing business or a startup, create a beta version of what you plan to produce on a larger scale with financial backing. If investors can see a beta Web site or the product you plan to later mass produce, they will be more comfortable supporting a promising enterprise rather than an abstract idea.

**Create a detailed business plan outlining what you plan to do once you receive the funding.** Account for every expenditure and discuss alternative approaches you will take if the business begins to falter.

**When posting your idea on the Internet and developing a business plan,** explain your previous work experience and how that will translate into your ability to effectively manage a successful business. The U.S. Small Business Administration reports that the most common reason that businesses fail is poor management.

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