gap in the market   *business plan*   *venture capitalist*   *stake*
return on investment   *turnover*   *business model*   *business angel*
start-up capital   *network of contacts*   *financial backing*   *loan*

When you have spotted a [1]____________________ for a product or service, one of the biggest challenges is to raise enough [2]____________________ to get your new business started. You may be able to get a bank [3]____________________ if you can show you have a good [4]____________________ for the operation of your business, plus a [5]____________________ that contains detailed financial estimates. Alternatively, you could approach a [6]____________________ or [7]____________________ to secure the funding you need. Either way, your investors will want a [8]____________________ in the new company – maybe 50% or even more – and will want to feel confident they will get a high [9]____________________. Once your business is started, it is a good idea to build up a [10]____________________ who might be able to help you find further [11]____________________ until your [12]____________________ has increased enough for you to make a profit.