

*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.