

Your World, Your Money

A GLOBAL THINKING FOUNDATION USA PODCAST

What are some barriers and misconceptions about funding that minority entrepreneurs are facing?

- Beyond the systemic racism, sexism, and oppression in the industry, many fundraising decisions are relationship-based.
- For many minority founders, it requires someone taking a chance on you to open up the world that you otherwise don't have access to.
- Oftentimes, fundraising is not equivalent to success. There's more to do after gaining the capital, and you have to exchange some of the equity in your company with the investors.
- It's hard to get investors off of the cap table once they are on it.

How to increase visibility and fundraise successfully?

- Aim for multiple dots and align, versus one single dot. Give the investor more chances to really understand you and your pitch.
- Fundraising takes time. Consider spending that time on your product and customers instead.
- Build a following for your business on social media. That value goes beyond investment.
 - You don't get to control what the press says, but you control your voice online. Having a really strong community of your own followers can be very valuable.
- As a founder, the most powerful network you can have is other founders. There's no more powerful introduction to an investor than another founder that they've invested in.

Additional takeaways from Christie and Jasmine:

- VC funding is not the only way to raise money. Reach out to people and do your research on other fundraising options.
- Reach out to people before you need the funding. Bring them into your process and journey.
- Get some sleep.
- This is your journey. You own it, and you are capable.

Season 2, Episode 8: The Reality of Funding for Minority Entrepreneurs

Guests: Jasmine Neal, co-founder of [Tune](#), and Christie Pitts, general partner of [Backstage Capital](#).

