LEARN WHERE TO GET FUNDING

For your idea, invention, or startup.
FACILITATOR

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https://osucolab.org
https://www.facebook.com/OSUCascadesCoLab/
SIGN UP FOR:

FUNDING NOTIFICATIONS & IMPACT WORKSHOP UPDATES

https://osucolab.org
OVERVIEW

What types of funding are out there?

How can I get started?

What are some best practices?
TYPES OF FUNDING

**Grants:** Money in exchange for **the time to accomplish a societal goal**

**Equity:** Money in exchange for **partial ownership of co. + ability to make 5 to 10x**

**Debt:** Money in exchange for **repayment of amount + interest**

**Sales:** Money in exchange for **goods or services**
**STARTUP FUNDING**


**Net Cash Flow**

**What is being done with the money?**

- Basic Research
- Applied Research
- Proof of Concept
- Founding Team
- MVP
- Customer Discovery
- Commercial Prototypes
- Distribution Contracts
- Revenue Growth

Model Adapted From UC Davis Center for Entrepreneurship and UC Davis Graduate School of Management
GRANTS

Money to discover new things, test hypotheses, and commercialize technology
Grant Funds

What are they?
Money given by an organization to accomplish a particular purpose

How much?
$500 to $1,000,000

Funding Vehicle
Grant Contract

Who gives them? (Grantor)
- Federal government
- State governments
- Private foundations

Who gets them? (Grantee)
- An organization that meets the requirements set forth by the grantor.
- An organization that can prove that they have the capacity and administrative ability to succeed.
## Basic Research Grants

<table>
<thead>
<tr>
<th>How much?</th>
<th>$50,000 to $2,000,000 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>For what?</td>
<td>To fund early discoveries, game changing ideas</td>
</tr>
<tr>
<td>From who?</td>
<td>Typically federal agencies, institutes, and labs National Institute of Health (NIH), National Science Foundation (NSF), Department of Energy (DOE), Defense Advanced Research Projects Agency (DARPA), etc.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Usually research labs, universities, and research consortia</td>
</tr>
<tr>
<td>How to find them?</td>
<td><a href="http://www.grants.gov">www.grants.gov</a> AND at each Federal Agency Website</td>
</tr>
<tr>
<td>Where to get help?</td>
<td>You would need to partner with an experienced institution AND experienced faculty member who is passionate about your exact project.</td>
</tr>
</tbody>
</table>
# Applied Research Grants

<table>
<thead>
<tr>
<th>How much?</th>
<th>$50,000 to $2,000,000 Million</th>
</tr>
</thead>
<tbody>
<tr>
<td>For what?</td>
<td><strong>To fund the application of technology</strong></td>
</tr>
<tr>
<td>From who?</td>
<td>Federal and state governments, but especially the Department of Defense (DOD) and related agencies.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Usually research labs, universities, and research consortia</td>
</tr>
<tr>
<td>How to find them?</td>
<td><a href="http://www.grants.gov">www.grants.gov</a> and at individual agency websites.</td>
</tr>
<tr>
<td>Where to get help?</td>
<td>You would need to partner with an experienced institution AND experienced faculty member who is passionate about your exact project.</td>
</tr>
</tbody>
</table>
Technology Readiness Levels (NASA)

Technology Readiness Levels (TRLs)

- **TRL 1**: Basic principles observed and reported
- **TRL 2**: Technology concept and/or application formulated
- **TRL 3**: Analytical and experimental critical function and/or characteristic proof-of-concept
- **TRL 4**: Component and/or breadboard validation in laboratory environment
- **TRL 5**: Component and/or breadboard validation in relevant environment
- **TRL 6**: System/subsystem model or prototype demonstration in a relevant environment (Ground or Space)
- **TRL 7**: System prototype demonstration in a space environment
- **TRL 8**: Actual system completed and "flight qualified" through test and demonstration (Ground or Flight)
- **TRL 9**: Actual system "flight proven" through successful mission operations

**System Test, Launch & Operations**

**System/Subsystem Development**

**Technology Demonstration**

**Technology Development**

**Research to Prove Feasibility**

**Basic Technology Research**
Basic vs. Applied Research

- Hydrogen Maser → GPS
- Chemical Synthesis of Penicillin → Available Antibiotics
- Method to Cultivate Human PolioVirus and then PolioVaccine
- Gene Research – BRAC Gene Testing
- Slime Molds – Planning walkways, roads, cities
- Graphene → Cheap semiconducting material (?)
- Information Theory → Electronic Communications → HTTP → Internet
## Small Business Innovation Research (SBIR)

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much?</td>
<td>$25,000 to $250,000</td>
</tr>
<tr>
<td>For what?</td>
<td>To fund the commercialization of technology</td>
</tr>
<tr>
<td>From who?</td>
<td>DOD, USDA, NSF, NIH, etc.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Small Businesses (&lt;500 employees)</td>
</tr>
<tr>
<td>How to find them?</td>
<td><a href="http://www.sbir.gov">www.sbir.gov</a></td>
</tr>
</tbody>
</table>
SMALL BUSINESS INNOVATION RESEARCH AND TECHNOLOGY TRANSFER GRANTS

SBIR/STTR Support
Oregon businesses are encouraged to apply for Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) grants. These competitive federal programs are designed to stimulate technological innovation and provide new opportunities for small businesses to conduct research and development (R&D) with commercialization potential.

Federal agencies that spend more than $100 million on outside R&D are required to allocate 3.1% of their R&D budgets to SBIR programs. A complete list of participating agencies is available on the SBIR's web site. Business Oregon has two types of grants to assist companies in accessing the federal SBIR/STTR grants: Phase 0 Grants and Phase 00 Grants.

Phase 0 Grants
These funds help businesses prepare applications to pursue federal Phase I SBIR/STTR grant funds. Funds can be used for:
- Professional fees to develop the SBIR/STTR Phase I application (e.g., technical consultants, writer, reviewers)
- Other professional fees (e.g., legal, accounting) directly related to preparing the SBIR/STTR Phase I application
- Other out-of-pocket costs directly related to preparing the SBIR/STTR Phase I application (e.g., market research, technical database research, or statistical analyses)

OREGON PHASE 0 GRANTS
# Small Bus. Tech. Transfer Research (STTR)

<table>
<thead>
<tr>
<th>How much?</th>
<th>$25,000 to $250,000</th>
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</thead>
<tbody>
<tr>
<td>For what?</td>
<td><strong>To fund the commercialization of technology</strong></td>
</tr>
<tr>
<td>From who?</td>
<td>DOD, USDA, NSF, NIH, etc.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Universities or nonprofits (usually partnered with business)</td>
</tr>
<tr>
<td>How to find them?</td>
<td><a href="http://www.sbir.gov">www.sbir.gov</a> – (same website as SBIRs)</td>
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</tbody>
</table>
# Private Foundation / Company Grants

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How much?</td>
<td>$500 to $50,000</td>
</tr>
<tr>
<td>For what?</td>
<td><strong>To meet a large societal goal or purpose</strong></td>
</tr>
<tr>
<td>From who?</td>
<td>Private nonprofits, trusts, etc.</td>
</tr>
<tr>
<td>Who gets them?</td>
<td>Varies</td>
</tr>
<tr>
<td>How to find them?</td>
<td><a href="http://www.guidestar.org">www.guidestar.org</a></td>
</tr>
<tr>
<td></td>
<td>Small Business Idea Café</td>
</tr>
<tr>
<td></td>
<td>Quirky.com</td>
</tr>
<tr>
<td>Where to get help?</td>
<td>Grant Writers/Consultants</td>
</tr>
</tbody>
</table>
What types of things do grantors fund?

• Minority owned and women owned business
• Businesses with a social mission
• Projects beneficial to impoverished communities

Note, you may want to reach out to:
- Minority Business Development Agency (MBDA)
- National Minority Supplier Development Council
- Operation Hope Small-Business Empowerment Program:
Minority, Women, Veteran, and Small Business Owners

**Minority Business Owners**

**Minority Business Development Agency - US Dept. of Commerce**
MEDA is the only federal agency created specifically to foster the establishment and growth of minority-owned businesses in America.

**Minority business start-up programs / services**
Information on federal government programs and services that help members of minority groups start their own businesses.

**Native American Affairs (SEA)**
The Small Business Administration’s Office of Native American Affairs.

**Native American Business Network - ONABEN**
Non-profit created to increase the success of private Native American owned businesses.

**Oregon Association of Minority Entrepreneurs (OAME)**
OAME is a non-profit, tax exempt organization with a mission to promote and develop entrepreneurship and economic development for ethnic minorities in the State of Oregon & SW Washington.

**Women Business Owners**

**Network of Entrepreneurial Women**
The Network of Entrepreneurial Women (NEW) is an independent, non-profit organization founded to encourage and support self-directed entrepreneurial women and their businesses.

**Office of Women’s Business Ownership**
The U.S. Small Business Administration’s Office of Women’s Business Ownership has fostered the participation of women entrepreneurs in the economy, especially those who have been historically under-served or excluded.

**Women Entrepreneurs of Southern Oregon (WESO)**
WESO is a not-for-profit association dedicated to supporting women business owners. WESO offers ongoing support, networking and education in a dynamic monthly forum.

**Women’s Business Center - MercyCorps**
Assists motivated low-income individuals improve their lives through starting or expanding a small business.
Grants

OCF grants are as varied as our state. Some are awarded through an open grant application process, while others reflect an advised fund donor’s recommendation. But they all have a single goal: improving our community. Explore how.

Grant Programs by Topic

- ARTS
- EDUCATION
- ENVIRONMENT
- HEALTH

Oregon Community Foundation
How do you get grants?

- Read the request for proposal (RFP)
- Meet the eligibility requirements
- Write a full proposal
- Get letters of support
- Submit
- Wait
- Sign the grant contract
- Administrate the funding

Increase your chances:
- Don’t waste time on longshots
- Talk to the grant officer
- Start early
- Build partnerships
BOOTSTRAPPING

Funding yourself.
Bootstrapping – Funding without Funds

What is this?
People give time in exchange for equity and/or people use their main job to pay for expenses while they pursue their side gig.

How much?
Companies give up a small percentage of their company based on some formulas.

Funding Vehicle
Stock options, membership options, vesting agreements.

Who does this?
• Co-founders, founders and employees, founders and advisors.
• People who need to build a team but are on a budget.
With Advisors

Founder Advisor Standard Template
Version 2.0

This Founder Advisor Standard Template (this “Agreement”) is entered into as of the date set forth on the signature page by and between the undersigned company (the “Company”) and the undersigned advisor (the “Advisor”).

The parties agree as follows:

1. Services. Advisor agrees to act as a mentor or advisor to the Company and provide advice and assistance to the Company from time to time as further described on Schedule A attached hereto or as otherwise mutually agreed to by the parties (collectively, the “Services”).

2. Compensation. For the provision of the Services, Advisor shall be entitled to receive the compensation as detailed on the signature page hereto. The Company will seek written approval or have a meeting of the Board of Directors to authorize the Advisor compensation and deliver definitive stock purchase or option agreements regarding the stock compensation within 30 days from the date of this Agreement. If the Company fails to provide the foregoing documentation within such 30-day period, then Advisor shall have right to contact directors of the Company.

3. Expenses. Subject to the prior written approval of the Company following a detailed request by Advisor which includes a maximum amount to be reimbursed, the Company shall reimburse the reasonable travel and related expenses incurred by Advisor in the course of performing services hereunder.

4. Term and Termination. The term of this Agreement shall continue until terminated by either party for any reason upon five (5) days prior written notice without further obligation or liability except for the compensation earned by Advisor through such date of termination.

5. Independent Contractor. Advisor’s relationship with the Company will be that of an independent contractor and not that of an employee. Advisor will not be eligible for any employee benefits, nor will the Company make deductions from payments made to Advisor for employment or income taxes, all of which will be Advisor’s responsibility. Advisor will have no authority to enter into contracts that bind the Company or create obligations on the part of the Company without the prior written authorization of the Company.

https://fi.co/FAST

With Co-Founders

Time-Based Example

CooleyGo Startup Seed Series

Work-Based Example

https://slicingpie.com/book/
Use Your 401(k)

What are they?
Use your retirement account to fund your startup.

How much?
How much do you have saved?

Funding Vehicle
It’s complex! (link) Basically, you setup a retirement plan that exchanges money for stock. If you don’t do it right, there are tax penalties.

Who provides them?
You and others provide these funds.

Who gets them?
You do as long as you have a retirement fund to invest.

You need a good accountant.
Funding vs. Free Stuff

Sometimes you can get money, other times you can get “free” stuff.

- Free help – SBDC, SCORE, Mentor programs
- Free software credits
  - Google
  - AWS
  - Hootsuite
  - Hubspot
LAUNCH FUNDING

Money for launching new companies, products and services
Family, Friends, and Founders Funds

What is this?
People give time in exchange for equity.

How much?
Companies give up a percentage of their company.

Funding Vehicle
Stock options, membership options, vesting agreements.

Who does this?
Co-founders, founders and employees, founders and advisors.

Who does this?
People with money or people who know people who have money.
Fests and Competitions

What are they?
Prizes for companies who submit an application to a business plan competition or pitch fest and agree to showcase at an event.

How much?
• Usually $500-$15,000
• Maximum – $1.5 Million

Funding Vehicle – grants or investment.

Who provides them?
Universities, nonprofits, governments.

Who gets them?
• Students,
• startups with cool technology or high social impact.
Examples of Competitions

• TechFestNW

• Arch Grants Startup Competition

• Bend Venture Conference

• InnovateHer

• American Dreams

• Some good examples of pitch competitions may be found on Kevin Payne’s blog.

• “Innovation competitions,” “startup competitions,” “tech pitch competitions”
## Micro-finance: 3 Basic Types

<table>
<thead>
<tr>
<th>Type</th>
<th>Funding Vehicle</th>
<th>Where?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microloans and debt-based crowdfunding</td>
<td>Debt agreement</td>
<td>Kiva and Kiva Zip Accion Usa</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Grameen USA</td>
</tr>
<tr>
<td>Micro-equity and equity based crowdfunding</td>
<td>Equity agreement</td>
<td>Microventures.com</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Initial Coin Offerings</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Community Public Offerings</td>
</tr>
<tr>
<td>Crowdfunding (pre-sales)</td>
<td>Sales contracts</td>
<td>Kickstarter, indiegogo</td>
</tr>
</tbody>
</table>
https://www.kickstarter.com/discover/most-funded
Welcome to Kickstarter’s Creator Handbook! This guide will walk you through everything from planning your shipping to communicating with backers.
SEED FUNDING

Money for launching new companies, products and services.
Seed Funds

What are they?
The first round of funds from experienced, startup investors

How much?
$18,000 to $50,000 to $100,000

Funding Vehicle
Equity (stock)
Convertible Note
Debt

Who provides them?
Startup Accelerators, Strategic Investors, Angel Investors

Who gets them?
People who have:
• a minimum viable product (MVP)
• proof that there is a customer (sales or market research)
• capacity to earn 5 to 10X investment
Ways to Structure Seed Funding

**Equity**

- You give shares of ownership of your company to someone in exchange for $$
  - Example agreements:
    - Standard Agreement for Future Equity (SAFE) from Ycombinator
    - Keep it Simple Security (KISS)
    - Other important Documents from Cooley

**Convertible Note Debt**

- You take on debt that is convertible to shares.
- Example agreements:
  - Techstars Convertible Note Debt
  - Keep it Simple Security (KISS) has a convertible note option.
Ways to Structure Seed Funding (continued)

Revenue/Profit Share

IndieVC

Must be post-revenue
Local Investment Groups

- Cascade Angels
- Seven Peaks Ventures
- FoundersPad
- Oregon Venture Fund
- Portland Seed Fund
Oregon Angel Investors

$4.1M AVERAGE VALUATION

1,682 COMPANIES  4,857 INVESTORS  113 JOBS

Reside in Oregon

Person | Investments | Followers | Signal
---|---|---|---
Jenn Lynch | 2 | 461 |  
Alana Alder Ackerson |  |  |  

United States
Over $1 Billion Invested in Startups Through Gust

Gust connects startups with the largest collection of investors across the world.

www.gust.com

For Startups
Build a profile and share it with investors to get funding.
Learn More

For Investors
Access powerful deal flow management tools on a secure platform.
Learn More

For Accelerators
Increase applications, manage the application process, and make your cohorts happy.
Learn More
Search

Companies

Investors

Programs

Keyword

Enter Keyword

Location

Oregon, USA

Application Status

✓ Accepting applications

Investor Type

Accounting Firm
Advisor
Angel Funds

Industry

+ 9 more

TiE Global Angels
Portland, OR, US

WAC 2018
Eugene, OR, US

Willamette Angel Conference and the W2 Fund of Willamette Valley Capital, make seed stage investments where our capital and our coaching make a difference

Application Fee: $125

Oregon Venture Fund
Portland, OR, USA - Biotechnology, Business Products, Clean Technology + 22 more

Community supported. Investor driven. Professionally managed. Investing $10+ M yearly in 5-7 of the most promising growth companies in Oregon and SW Washington.

Cascade Angels Fund
Bend, Oregon, US

Cascade Angels Fund, LLC is a year-round fund for launch stage companies seeking investment. Cascade Angels will begin

APPLY

APPLY

APPLY
Startup Accelerators or Seed Accelerators

Get:
- Money (usually $25,000)
- Coaching – many are cohort programs
- Industry Expertise – Most focus on a particular industry.

### Seed Accelerators

<table>
<thead>
<tr>
<th>Program</th>
<th>Location</th>
<th># Co's</th>
<th>$ Exits</th>
<th>$ Funding</th>
<th>Average $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Y Combinator</td>
<td>Silicon Valley, CA</td>
<td>1541</td>
<td>5,966,233,100</td>
<td>27,652,524,811</td>
<td>17,944,532</td>
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<tr>
<td>Techstars</td>
<td>Worldwide</td>
<td>1336</td>
<td>3,546,800,000</td>
<td>6,291,578,727</td>
<td>4,709,265</td>
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<tr>
<td>500 Startups</td>
<td>Silicon Valley, CA</td>
<td>686</td>
<td>21,300,000,000</td>
<td>2,350,537,734</td>
<td>3,426,439</td>
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<tr>
<td>AngelPad</td>
<td>San Francisco, CA / New York, NY</td>
<td>134</td>
<td>868,250,000,000</td>
<td>1,651,751,587</td>
<td>12,326,504</td>
</tr>
<tr>
<td>DreamIT Ventures</td>
<td>US &amp; Israel</td>
<td>197</td>
<td>397,000,000,000</td>
<td>799,207,627</td>
<td>4,057,196</td>
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<tr>
<td>The Alchemist Accelerator</td>
<td>Silicon Valley, CA</td>
<td>261</td>
<td>0</td>
<td>775,295,064</td>
<td>2,759,058</td>
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<tr>
<td>Seedcamp</td>
<td>UK</td>
<td>118</td>
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<td>719,043,871</td>
<td>6,003,592</td>
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<tr>
<td>Mucker Lab</td>
<td>Santa Monica, CA</td>
<td>27</td>
<td>0</td>
<td>628,025,620</td>
<td>23,260,208</td>
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<td>NFX</td>
<td>Palo Alto, CA</td>
<td>66</td>
<td>0</td>
<td>393,555,000</td>
<td>5,962,654</td>
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<tr>
<td>Flashpoint</td>
<td>Atlanta, Georgia</td>
<td>50</td>
<td>0</td>
<td>386,610,970</td>
<td>6,552,728</td>
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<td>Amplify.LA</td>
<td>Los Angeles, CA</td>
<td>36</td>
<td>57,900,000,000</td>
<td>385,983,591</td>
<td>10,721,766</td>
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<td>RockHealth</td>
<td>San Francisco, CA</td>
<td>49</td>
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<td>354,462,735</td>
<td>7,233,933</td>
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<td>Imagine K12</td>
<td>Silicon Valley, CA</td>
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<td>327,835,534</td>
<td>4,313,625</td>
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<td>Upwest Labs</td>
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<td>Boost VC</td>
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<td>Launchpad.LA</td>
<td>Los Angeles, CA</td>
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<td>185,000,000,000</td>
<td>266,884,476</td>
<td>8,087,408</td>
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<td>Microsoft Ventures Accelerator Tel Aviv</td>
<td>Herzliya</td>
<td>7</td>
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<td>37,000,000</td>
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<td>Orange Fab</td>
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<td>Springboard</td>
<td>London</td>
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<tr>
<td>FounderFuel</td>
<td>Montreal</td>
<td>69</td>
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<td>243,103,310</td>
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<td>New York Digital Health Accelerator</td>
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<td>203,826,154</td>
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<tr>
<td>NYC SeedStart</td>
<td>New York, NY</td>
<td>21</td>
<td>130,000,000,000</td>
<td>203,176,000</td>
<td>9,675,047</td>
</tr>
</tbody>
</table>
How do you get startup funds?

- Form org. out of pocket.
- Build a MVP
- Competitions
- Seed (accelerator funds)
- Angels

Increase your chances:
- Pitch, pitch, pitch!
- Build a team.
- Focus on traction & sales.
INVESTMENT PREP WORKBOOK

Build a pitch and prepare to answer questions from investors, customers, and supporters.

BY ADAM KRYNICKI, EXECUTIVE DIRECTOR OF OSU-CASCADES INNOVATION CO-LAB.
Small Business Funding

Money for growing a small business
What do you need to build trust with a lender?

5 c’s

1. Character (Credit History)
2. Capacity to repay (Debt to income ratio)
3. Capital (How much $ you contribute)
4. Collateral (Property that can be forfeited)
5. Conditions (Interest rate, contract prov.)
Debt

- Business Credit Cards
- Small Business Loans
- Small Business Lines of Credit
- Equipment Financing and Vendor Based Financing
- Invoice Financing (Invoice Factoring on accts. receivable)
- Merchant Cash Advances

Loan Guarantees or Guarantors may be used to get you better rates.
SBA Loans and Guarantees

• SBA.gov
• 504 loans
• 8A program
• SBA 7(a) Loans
• SBA CAPLines Lines of Credit
• SBA Export Loans
• SBA Microloan Program
• SBA Disaster Loans

https://www.sba.gov/lendermatch
Community Development Financial Institutions (CDFIs)

• Micro Enterprise Services of Oregon
• Craft 3
ACCESS TO CAPITAL

Loans & Loan Guarantees
The following business finance programs are backed by lottery dollars and include direct loan and loan guarantees.

- **Oregon Business Development Fund** (OBDF) provides direct loans that leverage private capital and provides incentives for businesses to expand or locate in Oregon.

- **Oregon Capital Access Program** (CAP) provides a form of loan portfolio loss reserve so financial institutions may make business loans that carry higher than conventional risks while complying with federal and state banking regulations.

- **Oregon Credit Enhancement Fund** (CEF) provides loan guarantees to financial institutions in order to increase capital availability to small businesses.

- **Oregon Industrial Development Bonds** (IDB) are available to manufacturing projects, exempt facilities and nonprofit organizations to provide access to capital primarily for value-added manufacturing.

- **Entrepreneurial Development Loan Fund** (EDLF) offers direct loans to help start-ups, micro-enterprises and small businesses.
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• **Entrepreneurial Development Loan Fund** (EDLF) offers direct loans to help start-ups, micro-enterprises and small businesses expand or become established in Oregon.
Aggie Bonds (Beginning and Expanding Farmer Loan Program) provides new farmers tax-exempt financing for capital purchases.

Business Expansion Program is a cash incentive based on the estimated increase in new personal income tax revenue resulting from the new hires from the expansion or relocation project.

Business Retention Services Program is designed to help private sector companies with multi-industry expertise in finance, marketing, operations, turnarounds, restructurings, feasibility studies, etc.

Small Business Credit Initiative is a federal initiative capitalizing several agency finance programs.

Oregon New Market Tax Credit delivers below-market-rate investment options to Oregon businesses and creates jobs in low-income communities.

Brownfields Redevelopment assists by providing financing for activities from site assessment to cleanup for properties where known or suspected environmental contamination is a barrier to redevelopment.
GLOBAL CONNECTIONS

Oregon’s ideal Pacific Coast location provides easy access between U.S., Asian and European markets. Our numerous and diverse transport and logistics companies provide direct international air and passenger flights, ocean container services, as well as intermodal rail and road, warehousing, reloading and related transportation services.

Business Oregon’s global trade team attracts inbound investment and helps Oregon businesses access global markets to enhance Oregon’s position in the global economy in cooperation with state, local and federal partners. Business Oregon helps small- and medium-sized Oregon companies become exporters and existing exporters access new markets.

Business Oregon can offer assistance such as export counseling, market research, evaluation of international partners and other services to help companies develop and expand their products and services in key overseas markets.

Consulting & Overseas Assistance
Help for existing Oregon businesses to grow their companies by accessing overseas markets is available from professionals located here in Oregon, as well as from the state’s trade representatives in Europe, Asia and the Middle East.

Financial Assistance & International Trade Shows
Our Export Promotion Grants help Oregon companies access foreign markets and increase exports to existing markets through participation in various trade development activities, including trade shows.

Partner Services & Exporting Basics
Business Oregon partners with government partners as well as non-profit partners to help make sure that Oregon businesses have access to all the tools, services and other export financing required to succeed in the global marketplace.

EB-5 Visa Program
The EB-5 Investor Visa is a federal program available to immigrants seeking to enter the United States in order to invest in a new commercial enterprise that will benefit the U.S. economy and create at least 10 full-time jobs. Business Oregon is the designated authority within the state of Oregon to certify geographic areas or political subdivisions that qualify for the program.
Angel and Venture Capital

Money for scalable products and services in exchange for partial ownership of your company.
Review the Section about Startup Funding

Remember that how you start up will impact you at this step.
• Did you put things in writing with your team?
• Did you follow corporate formalities and securities rules?
• Are you being sued because of something overlooked?
• Did you protect your Intellectual Property?

• MOST IMPORTANTLY
  • DID YOU SOLVE YOUR CUSTOMERS PROBLEM IN A COST EFFICIENT WAY?
  • DO YOU HAVE SALES?
Series A and B Funds

What are they?

How much?
$100,000 to Several million

Common Funding Vehicles
Convertible Note Debt or Stock Purchase Agreements

Who provides them?
Accredited investors, networks, groups, angel funds, venture funds.

Who gets them?
• Companies with traction (sales!)
• Companies that have their house in order.
• Companies with strong teams.
• Companies that can earn 10x the investment.
Advanced Methods

• Simple Agreement for Future Equity
• Convertible Note Debt
• Initial Coin Offerings (ICOs)
• Simple Agreement for Future Tokens

These are considered securities by the SEC in many cases.

https://www.investor.gov/additional-resources/specialized-resources/spotlight-initial-coin-offerings-digital-assets
What’s the TLDR?

Too long, didn’t read.
One Slide Summary

To get funds, you must:

• pitch.
• be organized.
• prove good financial standing.
• show some traction.
• display a capable team.

The amount of money varies based on the degree you can do the above.
https://bizcentercat.org/capital-landscape/
Oregon Capital Scan

2018 Oregon Capital Scan: Trends for the future


QUESTIONS/COMMENTS/GET HELP

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