

## **The best ways to get startup funding in India:**

**Bootstrapping:** Bootstrapping in business means starting a business without external help or capital. Such startups fund the development of their company through internal cash flow and are cautious with their expenses. This is the oldest and the most preferred form of financing your startup. The local kirana (grocery) shop in your neighbourhood was always bootstrapped by an enterprising banya (merchant). Entrepreneurs, till today, prefer bootstrapping over any form of external financing as it results in no equity dilution. Experts recommend bootstrapping your startup as long as you can. so it's also good way to raise money for startup in India.

**Friends and Family:** The best option for a startup is friends and family. you can raise the funds from them easily for giving equity stake in the company. if you know anyone your friends who want to join your startup or want to invest then just give them equity and raise the funds. so its also good way to raise money for startup in India.

**Startup competitions:** These days due to lot of competitions many colleges and startup incubators or accelerators launch startup competitions. in that you can won the prize money for your startup so it's a best way to fund your startup Resources and Information. It's also good way to raise money for startup in India.

**Crowd Funding:** These days culture of crowd funding website is also on treading. if you need small amount of money and you wanna use for a your NGO Project and some nicely project which helps to people to solving any major problem then you can take the help from crowd funding websites throughout the running a campaign. even some big projects is funded by crowd funding website. So, it's also good way to raise money for startup in India.

**Incubators:** Incubators is also a major contributors in Startups. Incubators are like a institutes which provides you also the working space like a office for your work. but they take the stake more than as compare to accelerators.

**Angel Investors:** Angel Investor play important role for a startup. these days angel investor are on trending for a startup culture. so its cab in a form of network or like a heigh net worth individuals.

**Venture Capitalist:** VC Firms also play important role even in India most of the biggest startups run on the VC Moneys. VC invests in startups according to their fund size or portfolio. so its also best way to raise money for your startup in india.

**Private Equity:** PE Funds majorly invest in running or scaling the business. so its a slightly different from VCs so PEs could purchase a strategic stake in your venture.

**Bank Loans:** Banks offer loans to startups as depend on the entrepreneur profile as qualification and their technical experience to invest and setting up viable projects. they also provide the collateral free loans and charges the interest.

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**Convertibility Debt or Debenture:** Convertible debts is like equity convertible shares means you can raise the funds from investor and when the next round of investment that time investor have option that they can take their money back on predefined interest rate or else convert that loan into the equity stake.

**Revenue from Business:** it's a old traditional method i.e is reinvesting money into business instead of withdrawal of profits.

**Customer or Client Advances:** If you have any product which needs investment then you can take it from the client as a advance so its can be work as interest free loan.

**Credit Card:** it's also a best way to raise the money for your startup in India. Credit card basically works for to purchase initial assets for a startup or incorporate and register your business entity.

**Government Institutions:** it's also the best way to raise money from government institutions like SIDBI, NABARD etc & many more. a startup to fulfill their eligibility requirements and you can raise the funds for your project.

