

# PRE-REVENUE FUNDING ROUTES



Raising funds for a pre-revenue startup in the UK can be challenging but achievable with the right approach. Here are some options to consider:

## 1. Personal Savings and Bootstrapping

- Start with your own savings or contributions from friends and family.
- This shows investors that you have "skin in the game."

## 2. Angel Investors

- Seek individual investors who specialize in early-stage companies.
- Platforms like **AngelList**, **Seedrs** or **UK Business Angels Association (UKBAA)** can connect you to angel investors.
- Local angel networks, like **London Business Angels** or **Cambridge Angels**, are worth exploring.

## 3. Crowdfunding Platforms

- **Equity crowdfunding:** Platforms like **Crowdcube**, **Seedrs**, or **SyndicateRoom** allow you to raise funds from a wide audience in exchange for equity.
- **Reward-based crowdfunding:** Platforms like **Kickstarter** or **Indiegogo** help raise funds by offering early product access or perks instead of equity.

## 4. Government Grants and Schemes

- Look into grants such as:
  - **Innovate UK grants** (for innovative ideas).
  - **Small Business Research Initiative (SBRI)** funding.
  - **Regional Growth Funds**.
- Tax incentives like **SEIS (Seed Enterprise Investment Scheme)** and **EIS (Enterprise Investment Scheme)** make investing in your startup more attractive.

## 5. Startup Competitions

- Join pitch competitions or startup accelerators with cash prizes or investment offers. Examples include:
  - **Tech Nation Rising Stars**.
  - **Virgin Startup**.
  - **Pitch@Palace**.

## 6. Venture Capital (VC) Firms

- While traditional VCs often prefer revenue-generating businesses, some specialize in seed-stage or pre-revenue startups. Look into:

- **Firstminute Capital.**
- **Notion Capital.**
- **Balderton Capital.**
- **Octopus Ventures.**

## **7. University Incubators and Accelerators**

- If your startup has a connection to a university, explore their incubator programs.
- Examples: **Oxford Foundry, Imperial Enterprise Lab, UCL Innovation & Enterprise.**

## **8. Business Loans and Support**

- While rare for pre-revenue startups, some lenders or schemes, like the **Start Up Loans Company**, offer loans for early-stage businesses.

## **9. Strategic Partnerships**

- Collaborate with larger companies that may invest in your idea for mutual benefits.

## **10. Networking Events**

- Attend startup events, pitch nights, or business meetups to connect with potential investors and advisors.
- Examples: **Silicon Drinkabout, London Tech Week, Founders Network.**

Focus on creating a strong pitch deck and business plan to demonstrate your startup's potential to investors. If you'd like, I can help refine your pitch or find specific programs near you.