

# **A Million Dollars A Month Taught Him How To Pitch For VC Money & Get Product Into Big Box Stores With Jon Margalit**

The article is a comprehensive discussion about obtaining financial support in the entrepreneurial world, with insights from Daryl Urbanski, a leader propelling the creation of multimillionaire businesses.

Its importance lies in the fact that raising funds presents a sizable obstacle for most startups - possessing an understanding of how to secure funding is integral for business survival and expansion.

Readers will benefit from exercises that will help convert key insights into practical knowledge, with the potential to transform their business funding approaches, building toward sustainable business growth.

## **Quote to remember from the Interview**

"Until you've got the business can afford itself, you don't really have a business."

## **What You'll Learn From the Activity**

The workbook will enable you to comprehend the fundamental principles driving effective business funding. It will help you assess your networking skills, enable critical thinking, and provide insights into forward-thinking strategies for business funding and growth.

**Activity**

Reflect on what it means for a business to "afford itself" as per Daryl Urbanski's quote.

Based on the article, why is initial traction and bootstrapping important when starting a business?

How would risk parameters affect your choice of potential investors?

List three effective strategies for pitching to potential investors.

Based on your knowledge from the article, explain how LinkedIn could be used for network creation.

Describe how local community events can be useful in creating business networks.

True or False: There are different investors and investment vehicles for varying risk levels.

If you were to attend a networking event, what steps would you take to effectively engage and connect with others?

Share a memorable experience where networking significantly impacted your business opportunities.

What types of investors are most suitable for your planned or current business?

Research and list down five angel networks in your community where you could potentially apply for funding.

Imagine you have the opportunity to cold-email a potential investor on LinkedIn. Write a brief, engaging introduction for your message.

What challenges do you expect to face during networking events? Outline your strategy to overcome these.

Fill-in-the-blank: "Until \_\_\_\_\_ , you don't really have a business."

List the essential points to consider when deciding the type of funding you'd want to secure for your startup.

Explain the term "bootstrapping" within the context of a startup.

If faced with rejection after pitching to an investor, what would be your next steps?

In your opinion, how crucial is networking in securing funding for your business? State reasons for your opinion.

Compile a list of networking events dedicated to startups and investors in your locality.

After having raised significant investment for your business, how would you work towards making it self-sustaining?