

\$ RAISING CAPITAL: FINANCING YOUR GLOBAL VENTURES

You're on the path to international growth and your next step is to find the funds to make it happen. Sourcing financing takes patience and persistence. Done right, it can yield huge rewards.

Where do you start? Consider these three perspectives from Boston-based Senior Trade Commissioner Thierry Weissenburger, Export Development Canada's (EDC) Etienne Grall, and CEO of Localize, Meghan Dear.



Meghan Dear, CEO
Localize

When should I think about financing?

Meghan: "Be sure you're ready. I bootstrapped Localize with my own funds for three years, then took a very strategic approach to growing the business. I had interest from investors, but I took my time to see who we wanted at the table."

Why seek financing?

Meghan: "Financing offers a direct route to growth. We evaluated what we needed to do to scale up and enter the U.S.: develop our product, hire more software developers and move our market development from door-knocking to something more strategic."

What are my financing options?

Thierry: "Many entrepreneurs bootstrap and find capital by getting family and friends to invest in their company. For larger amounts of capital, there are other options: financing through your bank or BDC, which recently earmarked \$700 million of existing funds to finance women-owned businesses. For high-growth potential businesses, equity financing or venture capital are also options."

What can EDC offer me?

Etienne: "EDC's financial products help make it easier for companies and their banks to undertake business outside of Canada. EDC's Accounts Receivables Insurance ensures that you will be paid for your sales. Customer financing helps your

» **Equity financing** happens when you sell shares in your business to raise money (friends and family, private equity companies or initial public offering).

» **Venture capital** (or risk capital) is private investment that gives investors a sizeable stake in your company.

international customer buy from you. Delivering on a big contract? EDC's Export Guarantee Program can provide your bank up to a 100% loan guarantee so that they can finance your costs."

What can the Trade Commissioner Service do to help?

Thierry: "We can help you target investment firms that might consider investing in your business. If you join some of our specialized programs such as the Canadian Technology Accelerator, we make sure you have a solid pitch, connect you with Canadian mentors who know the market, and offer advice to help you attract investment."

FIND FINANCING TO SUPPORT YOUR GROWTH

Atlantic Association of Community Business Development Corporations | General business, innovation, social enterprise and youth loans cbdc.ca

Business Development Bank of Canada | Fund for Women-Owned Businesses bdc.ca

Business Women in International Trade | Canada-wide information on government funding and financing programs businesswomenintrade.gc.ca

Canadian Trade Commissioner Service | New funding announced in Budget 2015. Contact BWIT for more information tradecommissioner.gc.ca

Export Development Canada | Financing and insurance solutions for exporters edc.ca

Export Market Access | Global Expansion Program for Ontario businesses exportaccess.ca

Industrial Research Assistance Program | Funding services to support innovation and accelerate growth nrc-cnrc.gc.ca/irap-pari

Industry Canada | Information on government financing for businesses canadabusiness.ca

Women's Enterprise Initiative | Loans for Western Canadian business women wd.gc.ca

“ Sound advice: Be thorough

"My best exporting lessons? Get knowledgeable accountants and lawyers to help you navigate the rules in different markets. Attend trade shows first as a visitor to evaluate their potential. To grow your sales, look for opportunities to team up with non-compete suppliers. Work with distributors when you first enter a market, but don't get caught with all your eggs in one distributor's basket. They are not as passionate about your product as you are."

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