



THE RISING TIDE

A F R I C A

Investment Readiness

ENTREPRENEURSHIP WORKBOOK 3A

We empower women in our
network by teaching them
about investing.

Module 3: Week 5

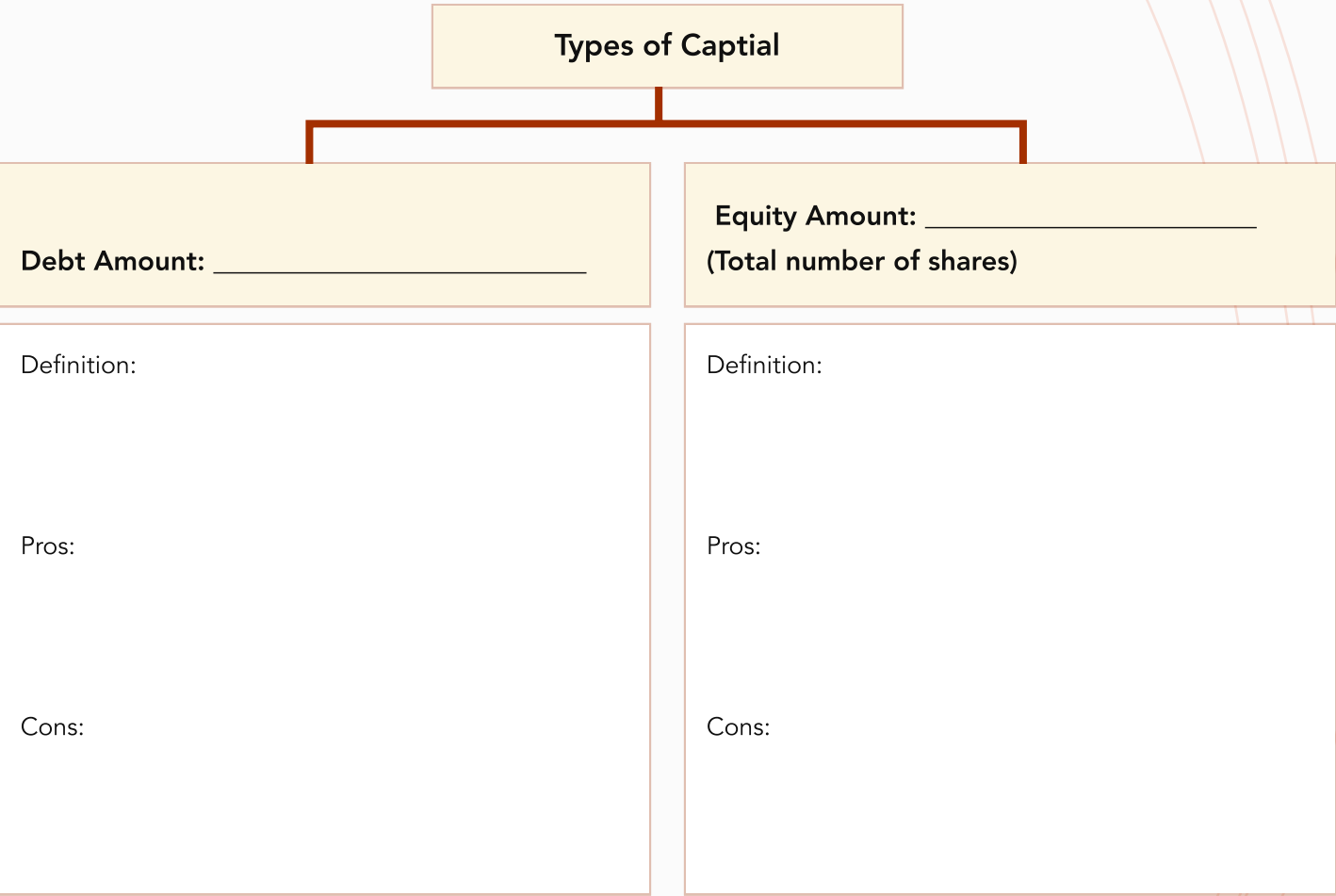
By the end of this week, you will have:

- Reviewed and finalised your master documents
- Understood financing options, governance, and ethics
- Received foundational public speaking and pitch coaching

Session 21: Fundraising Strategy and the Different Forms of Financing

Goals:

- Explain the difference between debt and equity financing
- Discuss the positives and negatives of the different forms of capital
- Identify best practices for fundraising



Thoughts or questions about the differences between debt and equity?

Fundraising Best Practices

Write notes about best practices for fundraising:

Based on your budget, how much money do you need to raise in total?

What percent of equity do you have available for your company?

Complete the fundraising outline below: Which types of financing make the most sense for your company? Why? How much should you raise?

TYPE OF FINANCING	AMOUNT NEEDED	PROGRESS TO GOAL

Complete the following sections of the master documents:



- Business Plan: Requests for Funding
- Pitch Deck: Ask/Use of Funds and Exit Strategy for Investors

Session 22: Revising your Business Plan and Pitch Deck to Reflect New Financials

Goals:

- Make sure your Business Plan and Pitch Deck reflect the work done in Module 2
- Revisit these sections of your Business Plan: Request for Funding and Financial Projections
- Revisit your Pitch Deck: Financials, Previous Fundraise, Ask/Use of Funds, and Exit Strategy for Investors

There is no video for Session 22. Instead, use the checklist below to make sure you have revised all the necessary portions of your planning and updated the relevant portions of your master documents.

Revise Your:

- ➡ Pricing Model
- ➡ Budget
- ➡ TAM
- ➡ Go-to-Market Strategy

Master Document Updates:

Business Plan:

- ➡ Sales Strategy
- ➡ Request for Funding
- ➡ Financial Projections
- ➡ Company Description
- ➡ Executive Summary

Pitch Deck

- ➡ Financials
- ➡ Traction
- ➡ Milestones
- ➡ Previous Fundraise
- ➡ Ask/Use of Funds
- ➡ Exit Strategy for Investors

Session 24: Body Language and Public Speaking Best Practices

Goals:

- Define the best practices for using body language when presenting
- Define the best practices for speaking when presenting

Use the space below to capture thoughts, ideas, or questions. Recommended video clips:

Engaging the Audience:

 [Click Here To Watch](#)

Body Language:

 [Click Here To Watch](#)

Notes on Public Speaking

[illegible]

Session 25: Pitch Practice and Feedback (Live)

Goals:

- Answer any final questions about the Entrepreneurship Course
- Review best practices for pitching
- Practice pitching and receive feedback about your pitching

Partner Feedback

Small Group Feedback

Handwriting practice lines consisting of 20 horizontal black lines. On the left side, there are four curved orange lines that sweep from the top left towards the bottom right, creating a decorative border.



End of Module 3A of Entrepreneurship Workbook

You should have:



Reviewed And Finalised
Your Master Documents



Understood Financing
Options, Governance,
And Ethics



Received Foundational
Public Speaking And
Pitch Coaching