

# AWEC LEARNING EXPERIENCE: ACCESS TO CAPITAL RUBRIC



To use this rubric, read through the questions in the **green** boxes on the left. In each row, circle the box that is the best response for your business. Once complete, tally the circles in each column and write your totals for each category. For any **yellow** category of capital that scores 3+, consider conducting further research to explore it as an option for your business.

	Business Loans	Angel Investors	Accelerators/ Incubators	Venture Capital	Grants	Crowd-funding
What type of business do you operate?	-Prof. Services -Manufacturing -Merchandising -Platform	-Manufacturing -Platform	-Manufacturing -Platform	-Manufacturing -Platform	-Prof. Services -Manufacturing -Merchandising -Platform -Non-Profit	-Prof. Services -Manufacturing -Merchandising -Platform -Non-Profit
What do you need funding for?	-To cover a short-term loss of revenue -A one-time investment to fuel business growth (ex: new equipment)	-To fuel continued business growth (ex: hiring additional employees, starting a new product line)	-To fuel continued business growth (ex: hiring additional employees, starting a new product line)	-To fuel continued business growth (ex: hiring additional employees, starting a new product line)	-A one-time investment to fuel business growth (ex: new equipment)	-To cover a short-term loss of revenue -A one-time investment to fuel business growth (ex: new equipment)
Is your need for funding time-sensitive?	No	Yes	No	No	No	Yes
What additional support are you looking for from your investor?	-Advisory services	-Advisory services	-Advisory services -Networking	-Advisory services	-None	-Community
Are you willing to give up partial ownership of your business?	No	Yes	Yes	Yes	No	No
<b>TOTAL</b>						

Type(s) of Capital to Further Explore: \_\_\_\_\_