

FUNDING OPTIONS

Facilitators Guide

Aim: To help the participants making an assessment of the funding options that exists to support new business.

Objectives : By the end of this session participants will have:-

- Understood the different type of markets that exists for the sale of goods and produce
- Reviewed what there business will need to do to access the markets
- Discussed the practical ideas about developing a Unique selling point (USP)

Outline of Session & Suggested Timings (approx 1 hour)

1. Introduction - 5 mins
2. Starting an Income Generating Activity (IGA) - 20 mins
3. Discussion of findings - 10 mins
4. Sources of Money for Your Business - 15 mins
5. *Questions & Feedback - 10 mins*

1. Introduction

- A) Welcome Everyone to the Group.
 B) Get people to Introduce them selves

Slide 1 – Introduction

For you to say -Starting an income generating activity requires careful thought. If possible see if you can start without the need for any money or no more money than you can provide yourself or from your family

Starting a new income generating activity has risks – which we hope our training programmes will help you minimise

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Slide 2

Show Slide 2 – Introduction

For you to say – As per slide

Starting an Income Generating Activity (IGA)



Slide 3

Introduce the participants to the list of new business ideas on page 1 & 2 of workbook – Invite participants to look at ideas that interest them.

Encourage the participants to discuss together the types of business they want to access and why?



Business ideas to start with little or money



Slide 4

Look at page 3 of Workbook

Encourage participants to look at the table of potential funders

Start a discussion about experiences of the various sources. What has worked and what hasn't ?

Sources of Money for your Business.



Slide 5

Look at the workbook guidance on page 3 of the workbook.

Pay particular interest to loan sharks and the risks associated with borrowing monies

Carefully manage a discussion if it appears that participants have borrowed monies from loan sharks? What were those experiences ?



Show Slide 5 - Conclusion and Feedback

Consider what you have done – Have you met the AIMS of the course?

Open the group to ask questions and provide feedback
Was the information useful and at the right level

Thank everybody for coming – Encourage the group to network and share contact numbers or emails (if appropriate) and to keep in touch.

