excel
WOMEN ENTREPRENEURS

MODULE 3

Investment knowledge

Co-funded by
the European Union

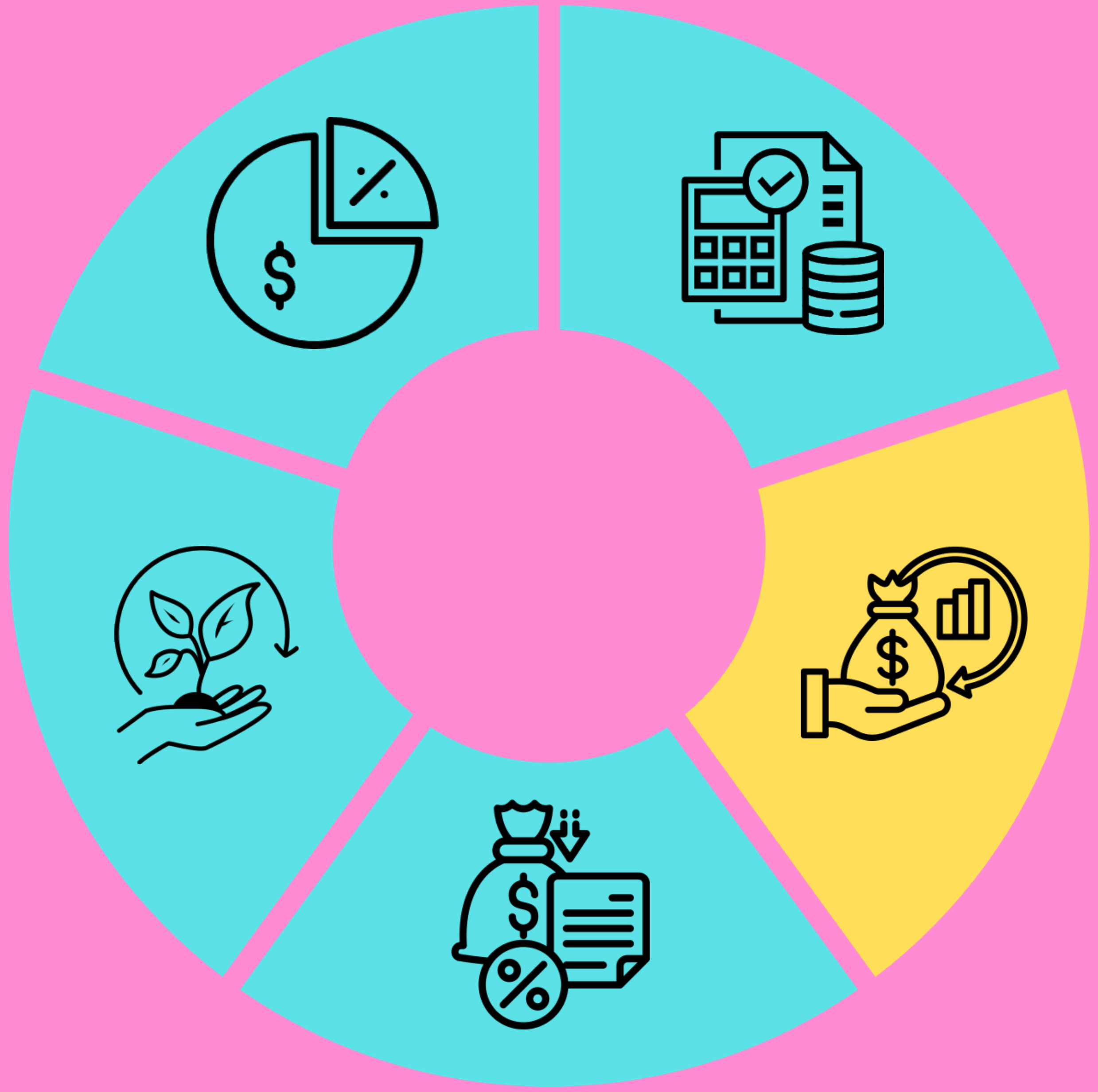
Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Education System (FRSE). Neither the European Union nor FRSE can be held responsible for them

PROJECT NUMBER 2024-1-PL01-KA220-VET-000244604

How does this training programme works?

This training programme encompasses a set of 5 modules and it is designed to engage you in the topics, issues and activities that can help you acquire or improve your advanced financial skills for taking strategic business decisions.

It is a modular course, which means that you can pick up at where you feel you need training. Right now, you are at **Module 3 – Investment knowledge.**



Welcome to Module 3

1. In this module, you will learn to evaluate a range of investment instruments - including equity, debt and crowdfunding - and understand how each option can support your entrepreneurial growth.
2. You will analyse risk–return trade-offs and develop decision models that balance immediate objectives with long-term business sustainability.
3. You will use digital platforms and data sources to research and compare investment opportunities, empowering you to identify ethical, value-aligned paths and guide others in navigating investment decisions.

Module outline

In this module, you will find:

Learning outcomes

Learning contents

Learning activities

Learning resources

excel
WOMEN ENTREPRENEURS

Co-funded by
the European Union

Learning outcomes

At the end of this module, you are expected to:

1

Understand different investment instruments and their relevance to entrepreneurial finance (e.g., equity, debt, crowdfunding)

2

Identify risk-return trade-offs and the impact of investment decisions on business sustainability

3

Evaluate investment opportunities and construct decision models based on short- and long-term business needs

Learning outcomes

At the end of this module, you are expected to:

4

Use digital platforms and data sources to research and compare investment options

5

Take initiative in identifying investment paths aligned with business values, growth plans, and ESG priorities

6

Guide others in navigating investment opportunities, highlighting ethical and sustainable considerations

Co-funded by the European Union

Learning contents

Theoretical and/or factual knowledge to help you get acquainted with budgeting and financial planning

Co-funded by the European Union

After completing this section, you are expected to:

1. Understand different investment instruments and their relevance to entrepreneurial finance (e.g., equity, debt, crowdfunding)
2. Identify risk-return trade-offs and the impact of investment decisions on business sustainability

Equity financing

Raise capital by selling shares, gaining funds without taking on debt. Investors expect returns and may offer mentorship.

Investors who buy equity become partners in your venture, aligning their success with your long-term performance and often bringing mentorship and networks.

While dilution of your stake is a trade-off, equity can be ideal for startups seeking both capital and strategic support.

Keeping updated

- **Equity financing explained**
  www.investopedia.com/terms/e/equityfinancing.asp
- **What every entrepreneur needs to know**
  www.entrepreneur.com/money-finance/what-every-entrepreneur-needs-to-know-about-raising-capital/477195
- **A case study on startup equity**
  https://timberry.bplans.com/a-case-study-on-startup-equity/

Co-funded by the European Union

Debt financing

Debt financing involves borrowing capital - such as bank loans, bonds, or lines of credit - that must be repaid with interest on a fixed schedule, offering funds for growth without giving up ownership.

It preserves equity and offers tax-deductible interest. The European Investment Fund (EIF) and Enterprise Europe Network support small businesses across Europe.

Still, debt financing creates repayment obligations that can strain cash flow and raise default risk if revenues decline. High leverage may limit flexibility and increase exposure to interest-rate changes.

Keeping updated

Enterprise Network Europe
https://een.ec.europa.eu/

How does debt financing work?
www.investopedia.com/terms/d/debtfinancing.asp

Debt financing overview
www.entrepreneur.com/encyclopedia/debt-financing

Co-funded by the European Union

Crowdfunding

Crowdfunding pools small online contributions from many backers for equity, debt, or rewards, expanding capital access and validating your concept through market feedback.

Choose reward-based for pre-sales without giving up ownership, equity to share stakes and gain partners, or debt for peer loans while keeping control. Each model involves balancing duties like fulfillment, shared decisions, or repayments.

Increase campaign success with a strong pitch and clear goals. Engaging backers through multimedia storytelling and transparent communication is also essential.

Keeping updated

Crowdfunding: What it is, how it works
www.investopedia.com/terms/c/crowdfunding.asp

How crowdfunding works for entrepreneurs
www.forbes.com/sites/alejandrocremades/2019/01/12/how-crowdfunding-works-for-entrepreneurs/

Co-funded by the European Union

Venture capital

Venture capital is private equity provided by specialised firms to high-growth startups in exchange for ownership stakes, targeting significant returns through exits such as acquisitions or IPOs.

Unlike crowdfunding or angel investing, VC offers larger investments, strategic guidance and board participation, though founders must share decision-making and accept stake dilution.

Startups secure VC by presenting a compelling pitch deck, demonstrating traction and market fit, and building a credible team, while leveraging investor networks to scale rapidly.

Keeping updated

What Is Venture Capital?
www.investopedia.com/terms/v/venturecapital.asp

Venture Capital Guide
https://news.crunchbase.com/venture/venture-capital-guide-vcs-corner-of-the-investment-universe/

Venture Capitalists Decisions
https://hbr.org/2021/03/how-venture-capitalists-make-decisions

Co-funded by the European Union

excel
WOMEN ENTREPRENEURS

Angel investing

Angel investing involves wealthy individuals providing early-stage capital to startups in exchange for equity and strategic guidance. They fill the funding gap when traditional sources are limited, offering both money and mentorship.

Angel rounds are smaller and less formal than venture capital, often based on personal networks and shared risk. Angels use their own funds, aiming for high returns despite higher failure rates.

To attract them, create a clear pitch deck, show traction, and use platforms like the Angel Capital Association or online syndicates. Strong communication and due diligence build trust.

Keeping updated

What angel investors value most
https://hbr.org/2015/08/what-angel-investors-value-most-when-choosing-what-to-fund

Better way to invest in startups
www.forbes.com/sites/melissahouston/2022/11/29/angel-investing-a-better-way-to-invest-in-startups/

Co-funded by the European Union

excel
WOMEN ENTREPRENEURS

Risk–return trade-off

The risk–return trade-off means higher potential returns come with greater risk. Investors must balance the pursuit of profit with the chance of loss, especially in entrepreneurial finance.

High-risk investments like startups or emerging markets may offer big gains but are volatile, while lower-risk options like bonds offer steadier, modest returns. Diversifying assets helps manage this balance.

Understanding risk–return profiles lets you build investment strategies that match your goals, risk tolerance, and long-term vision.

Keeping updated

What does risk return tradeoff tell investors?
https://smartasset.com/investing/risk-return-tradeoff

Risk return trade off
www.fincart.com/blog/risk-return-trade-off-meaning-importance-and-example/

Co-funded by the European Union

excel
WOMEN ENTREPRENEURS

Portfolio diversification

Portfolio diversification means spreading investments across asset types, industries, or regions to reduce exposure to any single risk. This helps cushion against market volatility.

By balancing high- and low-risk assets, a diversified portfolio can offset losses in one area with gains in another. Entrepreneurs use this strategy to support long-term stability and steady growth.

Effective diversification requires selecting investments based on risk tolerance, business goals, and market trends—not random variety. Regular reviews help maintain the right balance as conditions change.

Keeping updated

Diversification guide
www.fidelity.com/viewpoints/investing-ideas/guide-to-diversification

Vanguard diversifying portfolio
https://investor.vanguard.com/investor-resources-education/portfolio-management/diversifying-your-portfolio

Benefits of a properly diversified portfolio
www.forbes.com/councils/forbesfinancecouncil/2023/05/09/benefits-of-a-properly-diversified-portfolio/

Co-funded by the European Union

Investment time horizon

Investment time horizon refers to the expected length of time you plan to hold an investment before needing the funds. Your horizon directly influences the type of investments that fit your financial goals and risk tolerance.

Short-term horizons typically prioritise capital preservation and liquidity, favouring safer assets like bonds or money market funds. Long-term horizons allow for riskier investments like equities, which offer higher growth potential over time.

Aligning investment choices with your time horizon helps manage risk, ensures cash flow when needed, and strengthens overall financial sustainability for entrepreneurial ventures.

Keeping updated

Understanding investment time horizons
www.moonfare.com/glossary/time-horizon

What is an investment time horizon?
www.getsmarteraboutmoney.ca/learning-path/understanding-risk/what-is-an-investment-time-horizon/

Co-funded by the European Union

Liquidity risk

Liquidity risk refers to the possibility that you cannot quickly sell an investment without significantly reducing its price. In volatile markets or with niche assets, liquidity dries up, limiting your ability to react and access cash.

Entrepreneurs must manage liquidity carefully, balancing longer-term investments with readily available funds to handle unexpected costs or opportunities. Ignoring liquidity risk can jeopardise both day-to-day operations and long-term sustainability.

Analysing liquidity needs before investing, and maintaining a cash reserve, strengthens financial resilience and safeguards business continuity during market shocks.

Keeping updated

Everything you need to know about liquidity risk
https://sphera.com/resources/blog/everything-you-need-to-know-about-liquidity-risk/

Finance alliance – proven strategies for liquidity
www.financealliance.io/12-proven-strategies-for-managing-liquidity/

Co-funded by the European Union

Ethical investment

Ethical investment means choosing assets based not only on financial returns, but also on environmental, social and governance (ESG) principles. Investors align their portfolios with their personal or business values, promoting sustainability and responsible practices.

This approach may slightly limit available options but aims to balance profit with positive social or environmental impact. Ethical investing often focuses on industries like renewable energy, social enterprises or sustainable finance.

Embedding ethical investment strategies into entrepreneurial decisions supports long-term brand reputation, customer trust and regulatory compliance, while still targeting competitive returns.

Keeping updated

What are the principles for responsible investment?
www.unpri.org/about-us/what-are-the-principles-for-responsible-investment

What is ethical investing and how do you do it?
www.nerdwallet.com/article/investing/ethical-investing

Co-funded by the European Union

Learning activities

A set of activities designed to provide you with real-world challenges and practical information on budgeting and financial planning, so you can apply the knowledge gained

Module activities

In this module, you will find:

Task cards

Practical problem-oriented case studies specifically designed to offer you real-world scenarios for you to apply budgeting/finance techniques and perform specific tasks

Storytelling scenarios

Real or fictional narratives that reflect real-life budgeting/finance dilemmas or success stories, encouraging understanding through reflection and analysis

Practical tips

Exploratory questions and answers presented as practical tips to help you better face budgeting/finance challenges through entrepreneurial judgement and independent thinking

WOMEN ENTREPRENEURS

Co-funded by the European Union

After completing this section, you are expected to:

1. Evaluate investment opportunities and construct decision models based on short- and long-term business needs
2. Use digital platforms and data sources to research and compare investment options

After completing this section, you are expected to:

1. Take initiative in identifying investment paths aligned with business values, growth plans, and ESG priorities
2. Guide others in navigating investment opportunities, highlighting ethical and sustainable considerations

Task cards

Co-funded by
the European Union

Task card 1:

Compare digital funding sources and evaluate their cost

This task challenges learners to explore different digital investment or financing platforms and compare their cost structures and suitability for small businesses. The goal is to build the ability to identify funding options that are not only accessible but financially sustainable over time.

Learners will assess elements such as interest rates, platform fees, equity dilution, and time-to-funding. They will practice applying financial reasoning to determine which platform offers the best overall value for a business’s specific funding needs.

Co-funded by the European Union

Task card 1

Action 1: Analysing cost structure of digital funding platforms

Step 1: Choose two digital funding platforms (e.g., crowdfunding, peer-to-peer lending, online business loans) that target entrepreneurs or small businesses.

Step 2: Compare their cost structures, including platform fees, interest rates, repayment conditions, equity dilution, or required collateral.

Step 3: Decide which platform offers the best value for your case. Support your answer with 2–3 concrete reasons, focusing on affordability, speed, and control.

To help you further

The essential guide to crowdfunding
https://sprintlaw.co.uk/articles/the-essential-guide-to-crowdfunding-for-startups-setting-up-a-winning-campaign-page/

Crowdfunding for startups
https://bbcincorp.com/offshore/articles/crowdfunding-for-business-startup

Co-funded by the European Union

Task card 1

Action 2: Create a cost-conscious investment funding plan

Step 1: Define a small business idea or use a real-world example with a clear funding need (e.g., launch, expansion, equipment purchase).

Step 2: Select one or more suitable funding options (e.g., bootstrapping, online loan, angel investor) and outline the cost structure, timeline, and impact on business control.

Step 3: Develop a simple funding plan that minimizes unnecessary costs and aligns with the business's growth goals and repayment ability.

To help you further

Complete guide to securing startup business loans in Europe
www.pitchdrive.com/academy/how-to-get-startup-business-loans

how to raise capital for your startup
www.e-resident.gov.ee/blog/posts/funding-options-for-your-startup/

Co-funded by the European Union

Task card 1

Action 3: Reflect on the financial impact of your funding decision

Step 1: Think back to the funding strategy you developed. What made it appealing in terms of cost, accessibility, or speed?

Step 2: Identify possible trade-offs or limitations of your chosen approach — such as interest burden, loss of control, or risk exposure.

Step 3: Summarize how your decision supports your business goals. Would you choose the same method again under different financial conditions?

To help you further

The importance of financial decision-making
https://batdacademy.com/en/post/the-importance-of-financial-decision-making-its-process-types-and-key-techniques

Link between financial decision-making and business growth
https://fastercapital.com/content/Financial-decision--The-Link-Between-Financial-Decision-Making-and-Business-Growth.html

Co-funded by the European Union

Task card 1:

Compare digital funding sources and evaluate their cost

In a nutshell

You developed the ability to compare digital and traditional funding sources by cost, speed, and strategic impact, supporting informed financial decisions in early or growth-stage businesses.

By analysing real or fictional cases, you practiced evaluating interest rates, ownership impact, and long-term affordability, while reflecting on the risks and trade-offs of each financing option.

To go further, you can explore real capital offers, simulate repayment scenarios, or use online tools to assess cost vs. benefit when raising funds.

Co-funded by the European Union

Task card 2:

Compare funding options and assess cost-effectiveness

In this task, learners take the role of a small business owner deciding between different funding offers. They will explore a real or fictional case, define the company’s financial needs, and identify suitable financing options such as loans, equity, or crowdfunding. The task encourages critical thinking about the short- and long-term consequences of each option.

Learners are expected to compare the funding types based on cost, control, and alignment with growth goals. By analysing interest rates, ownership implications, and expected returns, they will develop the ability to justify funding choices and build confidence in financial decision-making.

Co-funded by the European Union

Task card 2

Action 1: Analyse the financial impact of your funding decision

Step 1: Select a real or fictional business that has recently raised capital. Briefly describe the amount, source (e.g., loan, investment, grant), and terms.

Step 2: Evaluate the short- and long-term financial impact. Consider factors like repayment burden, equity dilution, expected ROI, and how the funding affects day-to-day operations.

Step 3: Conclude whether the funding decision was financially sustainable. Would a different strategy have offered better cost-efficiency or risk protection?

To help you further

Debt vs. Equity

https://vasro.de/en/debt-vs-equity-impacts-on-roi-explained/

Understanding Equity Dilution

www.qapita.com/blog/understanding-equity-dilution-consequences-and-calculations

Co-funded by the European Union

WOMEN ENTREPRENEURS

Task card 2

Action 2: Design a cost-efficient funding strategy for a business

Step 1: Choose a business idea or case example that requires external funding. Describe its funding needs, growth goals, and time horizon.

Step 2: Research 2–3 realistic funding options (e.g., bank loan, peer-to-peer lending, equity investment). Outline the financial implications of each: costs, control, risk.

Step 3: Select one option and justify your decision. Explain why it provides the most cost-effective path toward business growth and financial sustainability.

To help you further

Peer-to-peer lending
www.british-business-bank.co.uk/business-guidance/guidance-articles/finance/peer-to-peer-lending

Debt vs. Equity Financing
www.business.com/articles/debt-vs-equity-financing/

Co-funded by the European Union

Task card 2

Action 3: Evaluate the business impact of your funding strategy

Step 1: Review the funding plan you created. Summarize its key features — funding source, terms, repayment or equity expectations.

Step 2: Analyse its impact on cash flow, profit margins, and growth potential. Identify any financial pressure points or risk factors.

Step 3: Reflect on whether this strategy supports sustainable operations. Would a different funding route improve the balance between cost, control, and risk?

To help you further

Comprehensive financial strategies
www.researchgate.net/publication/382857591_Comprehensive_financial_strategies_for_achieving_sustainable_growth_in_small_businesses

Cash Flow vs Profit
www.datarails.com/cash-flow-vs-profit/

Co-funded by the European Union

Task card 2:

Compare funding options and assess cost-effectiveness

In a nutshell

You strengthened your ability to design and assess funding strategies based on cost, control, and long-term impact, supporting confident decisions between loans, equity, and other capital sources.

By analysing real or fictional financing cases, you improved your financial reasoning and your ability to justify funding decisions based on strategic fit and long-term impact.

By exploring real or fictional cases, you practiced identifying trade-offs, calculating costs, and choosing funding aligned with growth goals. You reflected on how financial structure affects performance and sustainability.

Co-funded by the European Union

Storytelling scenarios

Co-funded by
the European Union

excel
WOMEN ENTREPRENEURS

Scenario 1:
Choosing the right funding path for a product launch

Anna is launching her first product line for a small handmade cosmetics brand. She has two funding options: a fast online loan with high interest or an angel investor offering €20,000 for 20% equity.

The loan keeps full control but may strain cash flow if sales are slow. The investor offers marketing contacts but means giving up a large stake.

Anna maps both outcomes to see which offers more flexibility in the first year and fits her long-term growth goals.

Co-funded by
the European Union

excel
WOMEN ENTREPRENEURS

Scenario 1: Choosing the right funding path for a product launch

Anna runs a small tech startup and needs €50,000 to scale. Her bank offers a low-interest loan requiring collateral, while crowdfunding provides fast access but with high fees and no guarantees.

She weighs the trade-offs: the loan offers predictability but risks personal assets; crowdfunding may boost visibility but might not raise enough.

To decide, Anna drafts two cash flow scenarios to compare costs and risks, helping her choose the option that best supports steady, strategic growth.

Co-funded by
the European Union

excel
WOMEN ENTREPRENEURS

Scenario 1: Choosing the right funding path for a product launch

1. What would you consider most important when choosing between debt and equity — cost, control, or growth potential? Why?
2. If you were in Anna's position, how would you evaluate the financial risk of giving away equity vs. taking on debt?
3. How can you make sure a funding choice supports both your short-term operations and long-term vision?

After reading this story, you are now asked to reflect and answer the debriefing questions here presented. While doing it:

- ✓ Prioritise funding goals: short vs. long term
- ✓ Compare total cost, not just upfront terms
- ✓ Consider investor influence on decision-making
- ✓ Always model cash flow impact before deciding

Co-funded by the European Union

Scenario 1: Choosing the right funding path for a product launch

TRY TO

Compare funding options based on both financial cost and strategic value

TRY TO

Map out how each funding route affects cash flow and ownership

DO NOT

Avoid underestimating the impact of equity dilution or high interest

DO NOT

Skip forecasting costs and repayment timelines

Co-funded by the European Union

Scenario 2:

Weighing long-term cost against short-term convenience

Anna runs a design agency and needs €30,000 quickly. One option is a fast unsecured loan with high interest; the other is a cooperative investment group with better terms but a slower, more complex process.

She's drawn to the loan's speed but worries about repayments. The cooperative takes longer but offers stability and support.

Anna compares both over a 12-month projection to decide which fits her goals and financial capacity.

Co-funded by
the European Union

excel
WOMEN ENTREPRENEURS

Scenario 2: Weighing long-term cost against short-term convenience

Anna continues evaluating her options. The fast loan offers immediate relief but has high monthly repayments that could strain her team’s growth. The cooperative investment takes longer but provides mentorship and low-interest terms for stable expansion.

She decides to delay plans by a few weeks to pursue the more cost-effective option—recognizing that sustainable financing may benefit her business more than quick speed.

Co-funded by the European Union

Scenario 2: Weighing long-term cost against short-term convenience

1. What factors would you consider when deciding between fast access to funds and more affordable long-term financing?
2. How do you evaluate whether short-term speed is worth the potential long-term cost?
3. In your own work, how can you create space to make funding decisions without rushing into costly commitments?

After reading this story, you are now asked to reflect and answer the debriefing questions here presented. While doing it:

- Consider both repayment terms and operational flexibility
- Review how funding affects hiring, cash flow, and delivery timelines
- Explore decision-making tools to compare funding options
- Don’t sacrifice long-term strategy for short-term convenience

Co-funded by the European Union

Scenario 2: Weighing long-term cost against short-term convenience

TRY TO

Compare both short- and long-term financial impact before accepting funding

TRY TO

Prioritize financing options that protect cash flow and business flexibility

DO NOT

Avoid ignoring the repayment burden or hidden terms

DO NOT

Don't overlook the long-term impact on growth and operations

Practical tips

Co-funded by
the European Union

WOMEN ENTREPRENEURS

Practical tip 1:
Identify funding sources that match your business stage and goals

Different stages of business growth require different types of capital. For early-stage ideas, personal savings, friends and family, or microloans may be cost-effective. For scaling, consider structured loans, equity funding, or revenue-based finance.

Choosing the right funding source early helps avoid expensive restructuring later. The key is aligning the funding's cost, risk, and expectations with your business's needs and timeline.

To learn more about

Consider the following resource, where this topic is explored in more depth:

The article outlines top European banks offering small business loans, comparing their terms, benefits, and application processes to help entrepreneurs choose the most suitable financing option for their needs.

Banks for Small Business Loans To Check Out
www.pulsproject.de/blog-en/best-banks-for-small-business-loans

Co-funded by the European Union

Practical tip 2:
Compare funding options based on total cost and flexibility

When evaluating funding, consider more than the interest rate. Fees, equity loss, repayment schedules, and hidden conditions all contribute to the real cost of capital.

Look for financing that fits your revenue cycle and growth plans. A flexible loan with slightly higher interest may be more affordable long-term than a rigid low-interest option with heavy penalties or control trade-offs.

To learn more about

Consider the following resource, where this topic is explored in more depth:

The article outlines how EU funding supports start-ups via intermediaries like EIF and EIB, offering loans, guarantees, and grants aligned with regional goals, accessed through local authorities and programmes.

European funding for business start-ups
www.welcomeurope.com/en/european-funding-for-business-start-ups-how-does-it-work/

Co-funded by the European Union

WOMEN ENTREPRENEURS

Practical tip 3:
Use financial projections to guide your funding choices

Before choosing a funding option, map out how it will affect your business over time. Will you be able to repay comfortably? Does it support your cash flow and profit targets?

Financial projections help you see the real impact of interest rates, equity dilution, and repayment terms. This reduces guesswork and allows you to choose funding that supports—not strains—your business model.

To learn more about

Consider the following resource, where this topic is explored in more depth:

The article highlights top EU startup funding programs in 2025, including Horizon Europe's Widening Programme, EIC Accelerator, and Climate Fintech Bees & Bears, offering substantial grants and investment opportunities.

Top 10 Sources for entrepreneurs

www.femaleswitch.com/startup-blog-2025/tpost/nkhxo7slk1-best-eu-startups-funding-programs-in-202

Co-funded by the European Union

WOMEN ENTREPRENEURS

Practical tip 4:
Don’t underestimate the impact of repayment terms

Two loans with the same interest rate can have very different effects on your business depending on the repayment timeline, grace period, or early repayment penalties.

Longer terms may offer more breathing room for growth, while short-term repayment might limit cash flow and flexibility. Choose terms that fit your business cycle—not just what looks cheapest on paper.

To learn more about

Consider the following resource, where this topic is explored in more depth:

The article offers a comprehensive overview of European SME financing options, including EU grants, loans, venture capital, and strategic partnerships, detailing eligibility, application processes, and associated benefits and challenges.

Essential guide to business financing options in Europe
www.nordichq.com/services/funding-subsidies/guide-to-financing-your-business-in-europe/

Co-funded by the European Union

WOMEN ENTREPRENEURS

Practical tip 5:
Consider how funding affects ownership and control

Equity financing can be attractive when you want to avoid debt, but giving up shares also means giving up decision-making power. Some investors may expect input on business direction or profit use.

Before accepting equity funding, evaluate the long-term value of control versus capital. In some cases, a low-interest loan or revenue-based funding might preserve both flexibility and ownership.

To learn more about

Consider the following resource, where this topic is explored in more depth:

This article explains the importance of financial literacy for entrepreneurs, covering essential concepts like understanding financial statements, managing cash flow, and assessing profitability for business growth and informed decision-making.

Financial literacy for young entrepreneurs
www.invoiceonline.com/business-newsletter/entrepreneurship/the-importance-of-financial-literacy-for-young-entrepreneurs

Co-funded by the European Union

WOMEN ENTREPRENEURS

Practical tip 6:

Align your funding with your long-term growth strategy

Not all capital is equal. Some sources may meet your short-term needs but limit your future options — through restrictive terms, high repayment pressure, or investor expectations.

Choose funding that supports where your business is going, not just where it is now. Capital should strengthen your financial foundation and give you room to grow sustainably.

To learn more about

Consider the following resource, where this topic is explored in more depth:

This article discusses creating a long-term financial plan and aligning it with your strategic goals for sustainable growth.

How to create a long-term financial plan

www.doublefin.com/blog-posts/how-to-create-a-long-term-financial-plan-that-drives-sustainable-growth

Co-funded by
the European Union

Learning resources

Additional online resources to help you broaden your understanding on budgeting and financial planning

Co-funded by the European Union

Useful resources

1. **Understanding capital in business**
   www.capital.com
2. **How to research digital investment platforms**
   www.moneywise.com
3. **Small business financing: debt or equity?**
   www.investopedia.com
4. **How to prepare a cash flow forecast**
   www.fsb.org.uk
5. **What are financial projections**
   www.fastercapital.com
6. **How to create a funding strategy**
   www.fastercapital.com

Useful resources

1. **Understanding capital for your business**
   www.deskera.com
2. **Debt financing**
   www.scottish-enterprise.com
3. **What is sustainable finance and why is it important?**
   www.weforum.org
4. **Cash flow & tax strategies to strengthen your business**
   www.fsb.org.uk
5. **Why realistic & accurate financial projections matter?**
   www.galablynx.com
6. **Sustainable finance**
   www.initiatives.weforum.org

Well done! What is next on your journey?

Go ahead and select a new module!

Module 1

Budgeting and financial planning

Module 2

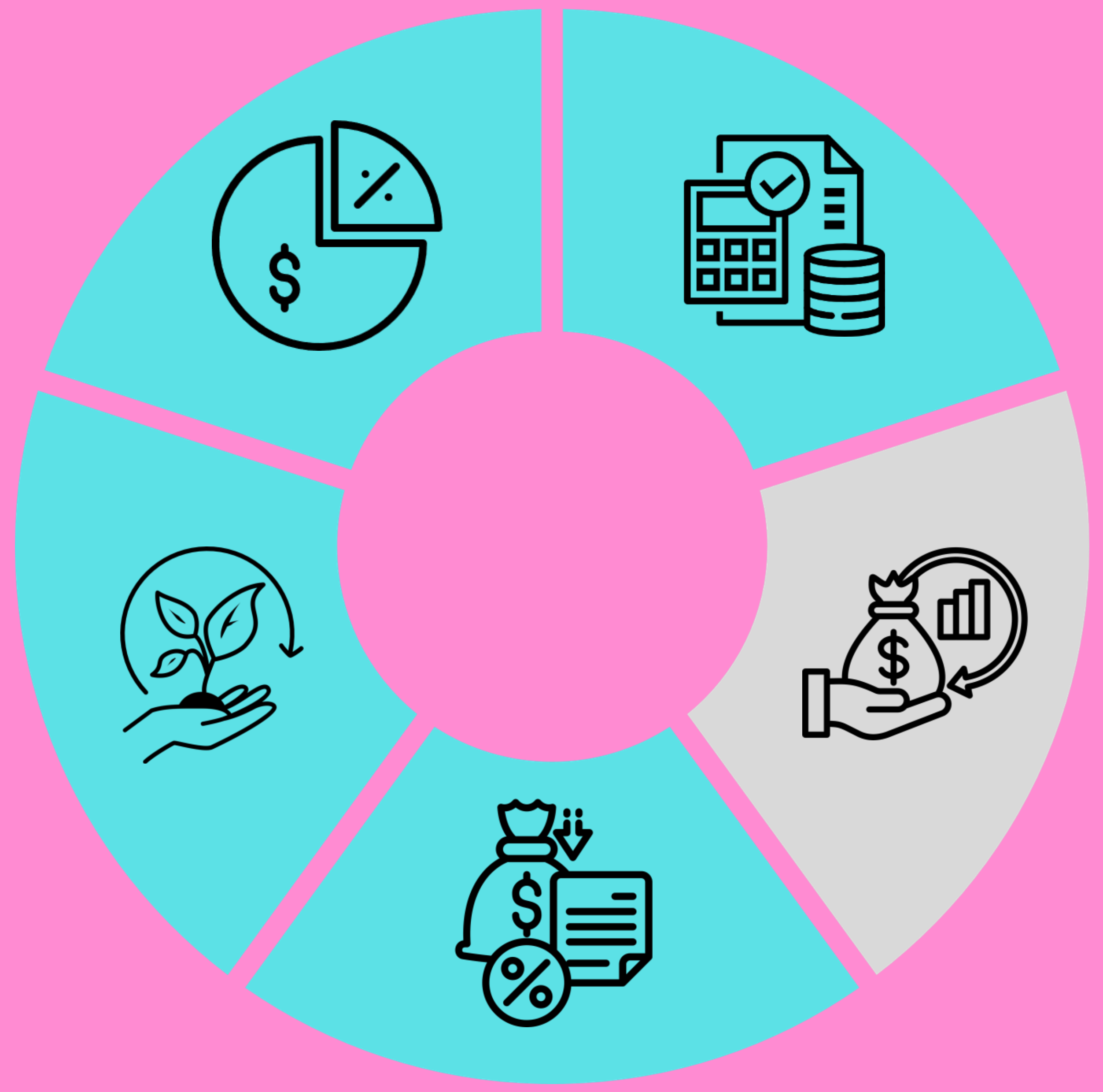
Understanding financial statements

Module 4

Debt and risk management

Module 5

Sustainable finance for strategic financial decisions



Co-funded by the European Union

The partnership

Meet the partners

VIVAFEMINA

mindshift

META4

IFES COOP

Επιμελητήριο Ηρακλείου

Heraklion Chamber of Commerce & Industry

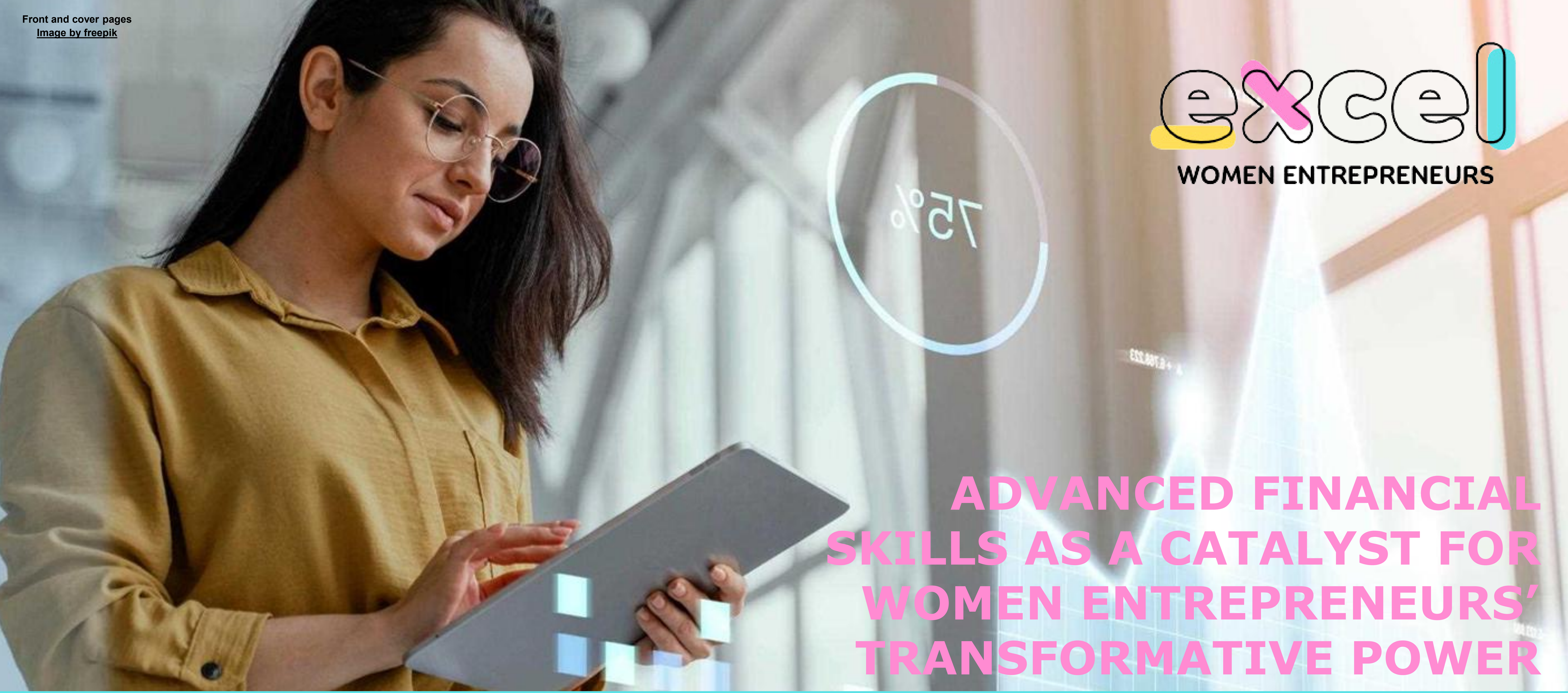
excel-erasmus-project

excel-erasmus.eu

excel WOMEN ENTREPRENEURS

Co-funded by the European Union

Front and cover pages
Image by freepik



excel
WOMEN ENTREPRENEURS

ADVANCED FINANCIAL SKILLS AS A CATALYST FOR WOMEN ENTREPRENEURS' TRANSFORMATIVE POWER

Co-funded by the European Union

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Education System (FRSE). Neither the European Union nor FRSE can be held responsible for them

PROJECT NUMBER 2024-1-PL01-KA220-VET-000244604