Find alternative funding for your small business now.

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TARGET FUNDING
Published through McGraw Hill

A Proven System to Get the Money & Resources You Need to Start or Grow your Business

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What is Target Funding?

Target funding is about identifying & investigating those funding opportunities based on unique variables associated with your business.
Target Funding is similar to a Pizza Pie

Target Funding is about funding diversification. Instead of considering one funding option, we consider 12 possible pizza slices or 12 options to solve that funding challenge.
Example: What is a Grant?

- SBIR
- STTR
- IDA
- Forgivable Loan
- Trade Exchange
- Subsidy
- Pro bono

Funds are associated with keywords and the key to winning the funding game.
Variables are Gold

All funding is tied to variables. **Isolate the variable** and you’re able to target the funds that you need for your business.

- Geographic
- Demographic
- Business Size
- Stage of Business
- Industry Sector
- Innovation
- Mission
- Impact
“There is a Funding Party happening each day of the week for small businesses. The problem is if you don’t target those funds you will never be invited to the party.”

Kedma Ough, MBA
Before you Target Funds you must Identify Prerequisites for your Target Funding Needs

- Business Plan/Pitch deck
- A team/infrastructure/legal structure
- Prototype/Patent/Sales Sheet
- Sales/Customer base/Testimonials
- Strong Credit Score/Collateral
- Partnerships in place
- Uniqueness of your idea/plan
7 Rules to Win the Funding Game

- Identify your Variables
- Research Funds
- Target Funds by Timeline
- Apply for your Funds
- Review additional Funds
- Reapply often
- Use the funds
3 steps to Creating a Funding Roadmap

- Identifying the funds needed to meet your business objectives.
- Identifying the funding opportunities for which you might be eligible.
- Prioritizing which funding solutions to target.
- Spend the funds
The key to targeting funds is understanding where the funds are hidden

**YOUR VARIABLES**

1. Geographic
2. Industry
3. Gender
4. Veteran
5. Stage of Biz
6. Phase of Biz
7. Mission of Biz
8. Ethnicity
9. Innovation
10. Contracts

**COOL RESOURCES**

A few targeted funds

1. SBIR [www.sbir.gov](http://www.sbir.gov)
2. USPTO [www.uspto.gov](http://www.uspto.gov)
3. UIA [www.uiausa.org](http://www.uiausa.org)
4. PTAC [www.aptac-us.org](http://www.aptac-us.org)
5. IDA [www.prosperitynow.org](http://www.prosperitynow.org)

**Target Funding Sprint**

**Action:** Create a Spreadsheet

1. Identify the use for your funds
2. Estimate the proposed costs
3. Timeline the use of funds
4. Determine alternative options
5. Prioritize the requests needed
6. Document your key variables
7. Target your funds

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