

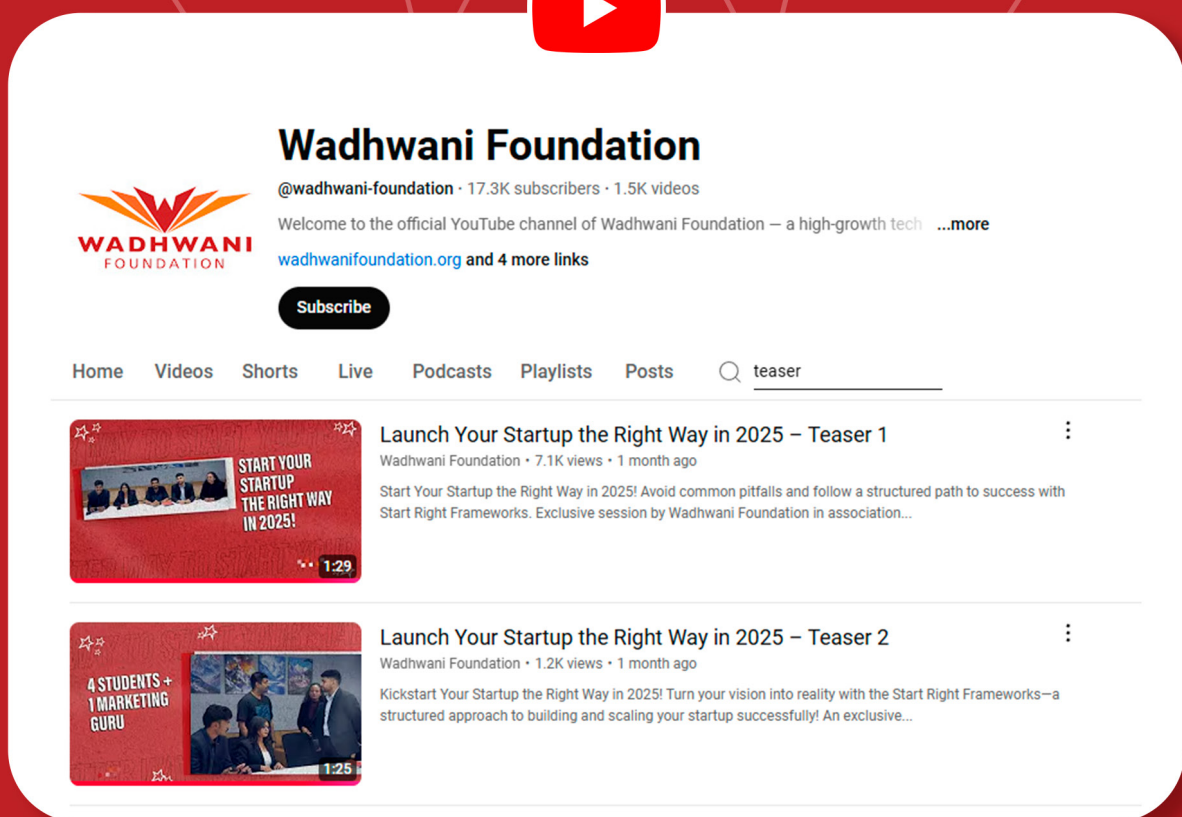
The Ultimate Funding Guide for Startup Founders

Understanding Bootstrapping,
Loans, Investors, and Grants



wadhwanifoundation.org

Follow our #StartRight Series on YouTube



Follow us on:



<https://www.youtube.com/@wadhvani-foundation>



<https://www.linkedin.com/company/wadhwanifoundation/>



<https://www.instagram.com/wadhwanifoundation/>



<https://www.facebook.com/wadhwanifoundation>

Start Right Initiative Introduction

This list is designed to help **entrepreneurs** by curating and carefully selecting the best publicly available content. Instead of creating new material, let's compile the existing valuable resources. With so many great resources, start better. Don't commit the known mistakes; commit the new ones.

If you have any suggestions for the list, [please suggest them here.](#)

About Wadhvani Foundation

Wadhvani Foundation is a high-growth, not-for-profit tech organization dedicated to social good. Over two decades since its inception in 2001, the foundation with worldwide presence has focused on a simple, powerful mission: accelerating job growth and enabling millions to earn a family-sustaining wage and lead a dignified life.

The Foundation is positively impacting the lives of millions of individuals across multiple countries in Asia, Africa, and Latin America through its four core initiatives:

- 1) Entrepreneurship
- 2) Skilling
- 3) Innovation & Research
- 4) Government Digital Transformation



Funding Options Overview

Bootstrapping

- **Definition:** Self-funding using personal savings or revenue
- **Pros:** Full ownership, no debt, quick decision-making
- **Cons:** Limited scalability, financial strain

Loans (Debt Financing)

- Bank loans, government-backed loans, NBFCs
- **Pros:** Retain ownership, structured repayment
- **Cons:** Interest burden, eligibility requirements

Equity Financing (Investors)

- Angel investors, venture capitalists, private equity
- **Pros:** Large capital, industry mentorship
- **Cons:** Loss of ownership, investor expectations

Grants & Government Schemes

- Non-repayable funding options
- Startup India, NITI Aayog grants, international programs
- **Pros:** No repayment, government backing
- **Cons:** Competitive process, compliance requirements

Funding Options Overview

1. Fundraising 101: How to Prepare for Your First Round

[Y Combinator: How to Raise Money](#)

Why Read It?

Step-by-step guide on pitching, term sheets, negotiations, and timing your fundraise.

2. The Ultimate Fundraising Guide for Early-Stage Startups

[First Round Capital Review](#)

Why Read It?

Insights from founders on what works and what doesn't, plus tips on storytelling and investor psychology.

3. Understanding Equity Dilution and Term Sheets

[Sequoia Capital's Guide](#)

Why Read It?

Breaks down cap tables, equity dilution, and the math of fundraising so you stay in control.

Video Masterclasses on Fundraising

1. How Startup Fundraising Works

Slidebean

<https://www.youtube.com/watch?v=GhdGCGGj1Ec>

Key Insights:

- ✓ Understanding VC motivation
- ✓ Valuation myths busted
- ✓ How to pitch right and close faster

2. How to Raise Seed Funding

Y Combinator

<https://www.youtube.com/watch?v=9kI1C6TOgN0>

Key Insights:

- ✓ Preparing your pitch deck
- ✓ Warm intros and networking hacks
- ✓ What investors look for in seed-stage startups

Tools and Templates

Pitch Deck Templates

- [Sequoia Capital Pitch Deck Template](#)
- [Guy Kawasaki's 10/20/30 Rule for Pitch Decks](#)

Cap Table Template

- [Foundersuite's Free Cap Table](#)
- [Carta](#)

Financial Model Templates

- [Slidebean Financial Model Template](#)

Wisdom from Founders & Investors

- ☑ **Naval Ravikant on raising capital smartly**
<https://www.youtube.com/@NavalR>
- ☑ **Paul Graham's essays on fundraising mistakes**
<https://www.paulgraham.com/articles.html>
- ☑ **Sahil Bloom on VC and Startup Advice**
<https://www.sahilbloom.com/newsletter>

Podcasts & Communities

 **Masters of Scale – Fundraising Episodes**

<https://mastersofscale.com/episodes/>

 **The Twenty Minute VC**

<https://www.thetwentyminutevc.com/>

 **AngelList – Connect with Angels & Syndicates**

<https://angel.co/>

 **SaaStr Community**

<https://www.saastr.com/>

Government Grants & Schemes in India

- ☑ **Startup India Seed Fund Scheme (SISFS)**
<https://www.startupindia.gov.in/>
- ☑ **SIDBI Fund of Funds**
- ☑ **Atal Innovation Mission**
- ☑ **MSME Loan Schemes for Startups**

The background features abstract geometric shapes. In the top right corner, there is a large, light orange chevron pointing downwards. In the bottom left and bottom right corners, there are overlapping triangles in shades of orange and red, creating a dynamic, layered effect.

Join
Wadhvani
Foundation's
entrepreneur
network