

ANONYMOUS FUNDING SURVEY
2024-2025 Q1 CUMULATIVE REPORT
OCTOBER 1 - JANUARY 1

787 WOMEN RESPONDED



WHAT HOLDS YOU BACK FROM SEEKING TRADITIONAL FUNDING?

I feel I am too early in my business journey to ask for a loan from the bank but I need help funding my branding services to get my business off the ground and give me the confidence to move forward.

YOUR BIGGEST CONCERN WHEN YOU THINK ABOUT BUILDING YOUR NET WORTH?

- Not spreading myself too thin.*
- I would like to have more available cash.*
- I don't have the best personal credit score as I have put all my personal funding into my business.*
- That I won't make the impact with my clients that I would have wanted and that the money will have gone to unnecessary expenses instead of keeping the big picture in mind.*
- Using older equipment and is proving unreliable.*

OTHER INSIGHTS

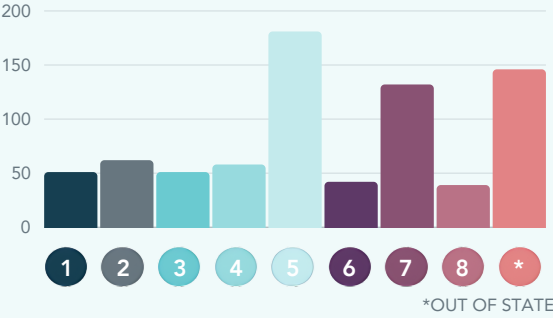
I have never had to access capital, but have grown the business already and in order to grow and diversify my services I need better computers, software, training, equipment.

[My business] has grown faster than I ever imagined, with our first-year goals already being surpassed in just six months. It's been such an exciting journey, but as a new business, getting traditional financing can still be tricky without a solid credit history or track record.

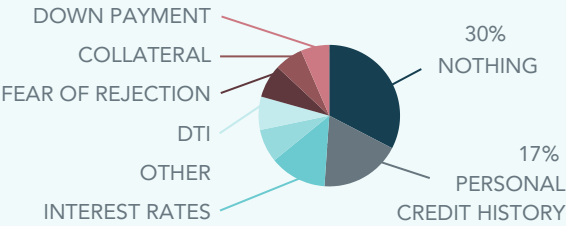
TOP 4 REASONS WOMEN SEEK FUNDING



NORTH DAKOTA REGIONS



BARRIERS TO TRADITIONAL FINANCING



FUNDING OUTLOOK

