

## What makes our Meet the Money project different from other small business venture capital projects, or small business finance initiatives?

Meet the Money was born out of a desire to highlight alternative financing opportunities for small business. In conventional finance opportunities, entrepreneurs are asked to provide cash flow analysis, market research, business plans and reams of data, and sufficient personal or business collateral, to prove that their concept has merit.

Current research identifying the hallmarks of successful entrepreneurs points out that little of that success is derived from the slavish adherence to business plans, market analysis, formal training or education. In truth, they cannot predict entrepreneurial success.

Dr Ed McMullan, Professor of Innovation and Entrepreneurship at University of Calgary's Haskayne School of Business, in a recent interview with Cool Companies, advised "the creativity of the lead entrepreneur is the factor most likely to determine the outcome of entrepreneurial ventures". (cool companies, 2007 Vol 2).

Our group was inspired by this article and by our collective experience with entrepreneurs in our own businesses. The entrepreneurial reality? The finest business plan and market concept in the world could fail miserably, without a passionate, determined, persuasive, creative, imaginative person to lead it.

So, we tried to define a key element for entrepreneurs who needed, but couldn't get, financial support.

We realized that it was not really the strategy of investing in business that was flawed – all business still needs to have basic infrastructure, financial planning and a good team to execute the plan. Where there might be an opportunity to create a new investment strategy for entrepreneurs was to *change the filter for which entrepreneurs were considered for those investment dollars.*

**Meet the Money** is our synthesis of traditional business investment methodologies, with a very exciting entrepreneurial focus. Our approach? Let's offer **ONLY** the candidates that succeed in showing that they possess creativity, ingenuity, determination, and a strong desire to learn and succeed, the chance to **Meet the Money!**

Once we have the right candidate, the entrepreneur still has to successfully pitch the concept, product, or service backed up with the right information. But; our odds of supporting a *successful* future entrepreneur would be MUCH HIGHER if we got the right person to begin with.

In the words of Jim Collins, in his best selling business tome "Good to Great", people are the key ingredients in successful business, large or small. "Great" businesses have visionary, driven, and focused (but personally humble) leaders, committed to results and committed to their people; and their businesses succeeded in great part because they got the 'right people on the bus'. (*Good to Great*, p 63)

**Meet the Money** is searching for the right Entrepreneur. The one with the right Stuff. That entrepreneur will be invited to Business Bootcamp with a team of advisors and experts to help groom their presentation, business plan and fine tune the logistical components of their entrepreneurial dream. Then, on to Meet the Money - our investor panel, and a chance to win financial support for their dream.

We think that putting a passionate, driven, intuitive, creative Entrepreneur in front of like-minded and successful established business Entrepreneurs in Alberta, has marvelous potential to give a deserving and exciting young business a chance to thrive.