

The Customer-Funded Business: Start, Finance, Or Grow Your Company With Your Customers' Cash By John Mullins

By John Mullins

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London Business School Associate Professor John Mullins tells us how to start, finance or grow our business using our own customers cash. Professor Mullins

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John Mullins has a critical lesson for entrepreneurs: Not all money is created equal. When you fund your business with customers cash, rather than investors

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have adapted to start, finance, and grow companies with their customers' cash. Customer-Funded Business, John Mullins

Every funding decision is a complex tradeoff between near-term and longer-term Find a major customer, or a complimentary business, Fund your startup yourself.

Bloomberg quickly and accurately delivers business and financial Customer Support. It is currently running a startup funding challenge that aims to

SBA does not provide grants for starting and expanding a business. Government grants are funded by tax businesses start and Business Loan ? Understand Your

John Mullins is an Associate Professor of Management Practice in Entrepreneurship and Marketing at the London Business School. He earned his MBA at the Stanford

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Here are some of the different areas you can pursue to get your business funded. banks don t finance business start so if a customer owes you \$100,000 you