

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

**By John 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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john mullins, phd wiley

Start, Finance, or Grow Your Company with Your Customers' Cash. London Business School Review; The Customer Funded Business;

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Home > Start > Funding most common ways to finance your business and is your best bet if Bank Business Banking Customer.

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

and that characteristic extends to business startup funding. alone to finance your startup business, against the benefits of startup self-funding

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Grants & Funding. Loans. SBA Loans; Business Loan financing programs may be available to help start or expand your business. Customer Service.

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Finding enough working capital and other funding for a startup

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SBA does not provide grants for starting and expanding a business. Government grants are  
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Feb 11, 2015 time at London Business School, John Mullins. FUNDED BUSINESS: Start,  
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Customer Satisfaction; Grow you may well find funding a small business trickier Your Credit  
History Can Affect Raising Startup Capital Financial mistakes can

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The Customer Funded Business at London Business School, John Mullins is the Funded  
Business: Start, Finance or Grow your Company

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John Mullins is an Associate Professor of Management Practice in Entrepreneurship and  
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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

Use Customer Cash to Finance Your Start-Up. John Mullins; From the July August 2013 Issue.  
My research team and I have identified five customer-funded business

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Your

We understand your business funding and startup funding needs are timely and we a valued  
customer, who need financial backing for their business.

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.

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Who Needs Investors? - John Mullins. London Business School The Customer-Funded Business: Start, Finance, or Grow Your Company with Your Customers Cash

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