

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

By John Mullins

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

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john mullins, phd wiley

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

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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

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

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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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.

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

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

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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