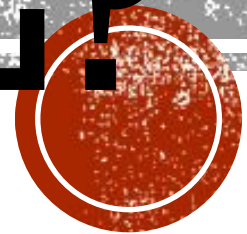


# HOW DO BUSINESSES RAISE CAPITAL?

Presentation made by Vychugzhanina Natalya

Faculty of management

Group 1210



**Investors** are those who buy shares of a company for the long term with the belief that the company has strong future prospects. Investors usually concern themselves with two things:

- 1) Value
- 2) Success



# DETERMINING THE BENEFITS FOR THE INVESTOR

1. preservation of property resources
2. profit-making
3. speculation

## WHAT FOR



# TYPES OF INVESTORS

Here is a brief overview of the types of investors a company may consider raising capital from:

- Angel Investors
- Accelerators
- Venture Capitalists
- Private Equity



# SEEK EXPERT ADVICE

5 reasons you should seek professional advice

1. You can learn from the mistakes of others
2. Tap into their market knowledge
3. They know what rents
4. It's who you know and what you know
5. They get paid to save you money





# APPLE'S MAIN SHAREHOLDERS

Apple's main shareholders are:

- Arthur Levinson ( > 4 million shares)
- Tim Cook ( > 800 thousand shares)
- Jeff Williams ( 400 thousand shares)
- Vanguard Group Inc. 1,3 billion shares
- BlackRock Inc. (BLK) 1,1 billion shares
- Berkshire Hathaway Inc. (BRK.A). 1 billion shares

