



MAKE YOUR
SUMMERTIME OUTING...



CLEV

SMART BUSINESS

INSIGHT. ADVICE. STRATEGY.™

NATIONAL HOME • ABOUT US • ADVERTISE • CONFERENCES

LOCAL JOURNALS

- Akron/Canton
- Atlanta
- Broward/Palm Beach
- Chicago
- Cincinnati
- Cleveland**
- Columbus
- Dallas
- Detroit
- Houston
- Indianapolis
- Los Angeles
- Miami
- Northern California
- Orange County
- Philadelphia
- Pittsburgh
- St. Louis
- San Diego
- Tampa Bay

MANAGEMENT TOPICS

- Branding
- Change Management
- Corporate Culture
- Corporate Philanthropy
- Global Business
- Growth
- Human Resources
- Innovation
- Leadership
- Mergers and Acquisitions
- Sales & Marketing
- Turnarounds
- Women in Business

INDUSTRIES

- Accounting and Consulting
- Advertising PR Media
- Automotive
- Banking & Finance
- Business Services
- Consumer Products
- Consumer Services
- Distribution
- Education
- Energy
- Food & Beverage
- Health & Medical
- Human Resources
- Insurance
- Legal
- Manufacturing
- Nonprofits
- Real Estate and Construction
- Retail
- Sports/Entertainment
- Technology

Departments

Where entrepreneurs and investors meet

By **Matt McClellan**
Smart Business Cleveland | June 2008



[Print This Page](#)



[Send this page to a friend](#)

Despite the downturn in the economy, entrepreneurs are continuing to pursue their ventures and start new businesses. But one large challenge for small businesses and entrepreneurs remains the same — raising money.

The U.S. Small Business Administration reports that inadequate financing is the second-most-common reason that businesses fail, exceeded only by poor management.

To combat that, serial entrepreneur Richard Singer, CEO of RaiseCapital.com Inc., is working toward a solution.

RaiseCapital.com is a free online community that offers entrepreneurs with start-up or existing businesses a place to display their ideas and capital needs to a vast array of investors, creating a matchmaking site for investors and entrepreneurs.

Businesses participating in the site are as diverse as the amount of funding they seek: Ventures from a small, local pizzeria seeking \$10,000 to technology companies seeking millions have visited the site in an attempt to raise money.

Singer says that he knows firsthand how hard it is to raise money.

“Many people with great ideas simply don’t have access to money, and this site is the first of its kind that allows business owners to find capital and investors to find great ideas online,” he says.

Additionally, RaiseCapital.com provides entrepreneurs with a unique URL for their business, which makes it easier to keep track of your profile and which can also be a helpful marketing tool. Each member of the RaiseCapital community can market its venture to investors using text descriptions, pictures and even streaming video.

The site also features a blog to keep potential investors updated on the latest news as well as a tracking system that counts the number of people viewing the entrepreneur’s business opportunity.

And because many entrepreneurs seeking capital never get to first base because their overall presentation fails to capture the interest of a potential investor, RaiseCapital.com has also outlined the ways to make your presentation more attractive to investors.

HOW TO REACH: RaiseCapital.com Inc., www.RaiseCapital.com

More Departments

Future leaders
Employers seek problem-solving skills

Roll of the dice
How you overcome risk reveals a lot about you

Send the right message
How to help employees learn new roles

Talk it through
How the finer points of communication make a merger work

Listen for the solutions
How to pick up on complaints to create a new animal

Smart Books:
The Global Brain
Collaborative effort: The next generation of innovation requires bringing others into the fold.

Direct assault
Patrick Lencioni hopes to drive miserable jobs out of the workplace

Intelligent overseas production
How I learned the difference between outsourcing and offshoring

Effective communication
Daily communication among employees can come in many forms, but more executives prefer e-mail over other communication methods. A rec...

In My Own Words: Senthil Kumar
How nurturing relationships can equal financial rewards

In My Own Words: Steve Shaffer
Why Lighting Max removed its stores to become a better retailer

Contact Us

Article Index

Privacy

Copyright © 2008 Smart Business Network Inc. • Publishing, Sales, & Editorial Office • Smart Business
835 Sharon Drive, • Suite 200 • Cleveland, OH 44145 • P: 440-250-7000 • F: 440-250-7001 • E: webmaster@smartbusinessnetwork.com

Website Development: [Veridean Technology Solutions, LLC](http://www.veridean.com).