

# THE OPPMM STRATEGY



**THE FASTEST WAY  
TO GET A BUSINESS STARTED  
WITH OTHER PEOPLE'S MONEY**

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# Foreword

The OPM (Other People's Money) strategy aid in getting business started with fast startup capital. Get all the info you need here.

## **The OPM Strategy**

The fastest way to get a business started with other people's money

# **Chapter 1:**

## **Business Money Basics**

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### **Synopsis**

As goes with its name, getting business started with other people's money is what entrepreneurs do today to gain great success; it can be hard to get resources other than that.

## **The Basics**

### Benefits of Using OPM:

1. OPM gives you freedom to do what you want; it allows you to take part in deals of which your own resources may not be helpful.
2. OPM allows you to make your own choice, and do it.
3. OPM saves time - that means shorter time to develop a business and run it well, rather than using your own financial support which requires a longer period.
4. Potential of gaining wealth is no longer limited to your savings and investments of profits made.

### Where to Get OPM Resources:

1. Government grants. Getting help from government may not require you to pay it back. Find out more information about it. Be ready with all legal documents and a business plan, if you must.
2. Family and friends. Getting financial support from family and friends may be the most convenient way. However, it may end up being a success or a failure as well. Make it professional by returning the money to them as soon as you gain profit.
3. Investors. Investors such as angel investors and venture capitalists are willing to make high-risk investments, providing they can foresee a great future and growth potential of your business. Angel investors are

generally wealthy and experienced, and may be involved with your business. Venture capitalists are professional funders; they have no experience in your business and may find more resources to support your business financially.

4. Crowd funding. Crowd funding involves a network of people, generally through the internet, to pool their money together to help one financially. Crowd funding reaches a larger audience and broader area to raise funds.

# **Chapter 2:**

## **Make Sure You Have Your Message In Order To Find Investors**

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### **Synopsis**

Investors invest; some would go for high-risk investments, but generally, investors only invest in entrepreneurs who deliver their message well or attract their attention. These are some important factors to consider in order attracting investors:

#### **Get It Right**

- Prepare a business plan. This is necessary, as investors would like to know about your business in detail. The main section of a business plan that may attract investors is the executive summary. It summarizes the whole business plan, and usually investors look at it before deciding to go through the whole business plan.
- The system that evaluates entrepreneurs must be efficient. Why do you find investors and why particularly the one you want? Tell it. Show your potential. Do not depend on investors or other parties to develop your business. Show initiative and be proactive to get everything else needed for your business. However, do not attempt to change the system investors use to deal with.

- Understand and be able to distinguish between the need for startup capital and being ready to ask for it. Most entrepreneurs seek investors for the needs of getting startup capital, instead of being ready. If you have a strong need for startup capital, you may send messages to investors as such: “I need you to help me as I’m unable to raise funds by other means”; “I’m not willing to fork out my own finances, so I need your help”. On the other hand, if you are ready to ask for investments, you would have done much homework on it, this may be the message: “I’ve done research on various sources of capital available for me and I’m ready to work with you because you’re the best match.”

# **Chapter 3:**

## **Learn About Angel Investors**

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### **Synopsis**

Angel investors are generally wealthy individuals who are experienced entrepreneurs and are mostly interested in being involved the business they invest in.

Angel investors require equity financing, meaning they would make large investments, but want high returns from the companies or businesses, as much as ten to thirty times of the amount they invested. Angel investors may come as an individual or a group.

## **Have A Look At These Investors**

Angel Investors:

1. Provide needed funding for startup. When entrepreneurs are struggling to get funds from their family and friends or loans, angel investors provide them with an adequate amount of startup capital, foreseeing the businesses brings great potential for growth.
2. Do not charge high monthly fees. Angel investors do not charge outstanding payment rates like bank loans or credit card payments. With such, entrepreneurs can focus on growing their businesses instead of figuring out how to pay off the high monthly fees, thus bringing more profits to the businesses.
3. Have flexible business agreements. Unlike venture capitalist or bank loans, angel investors invest with their own money, so entrepreneurs can negotiate business deals with them.
4. Bring experience and knowledge to new businesses. As stated above, angel investors are experienced entrepreneurs. Since they may be involved with the new business of which they invest in, they also aid in giving information or bringing business knowledge into it.
5. Hardly make follow-on investments. This is to prevent angel investors from loss, as they will not have to invest further in an unsuccessful businesses. Then, they are able to focus and invest in other businesses that are more interesting and having great growth potential.

6. Do not have national recognition. Angel investors do not have well-documented directories or national registers like their investor counterparts – venture capitalists. Angel investors are usually low-profiled, and are mysterious, to prevent “harassments” by new entrepreneurs.

# **Chapter 4:**

## **Learn About Crowd Funding**

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### **Synopsis**

Crowd funding, also known as crowd financing, involves cooperation, attention and participation of many people through the internet to pool their money altogether to raise funds, to support efforts made by others or organizations. These people involved in the network are generally family, friends, relatives, fans, followers, supporters, etc.

## **Groups**

Advantages of Crowd funding:

1. Launch new business ideas. One great advantage about crowd funding is that it allows new business ideas to be generated, making them possible and launching them. Crowd funding helps in changing new ideas into a story of successful entrepreneurs. This benefits new entrepreneurs who prefer creating new businesses rather than following in others' steps.
2. Allows projects to run well and make them possible. Projects including campaigns, music albums and tours by musicians or performers, university research projects, new business ideas and so on will run well as supporters or mind-backers that aid in raising funds.
3. Allow full control over outcome. It can be hard to apply for and receive grants to sell new ideas, especially bank loans and investors. Selling new ideas is usually risky, as it may turn out to be unsuccessful; that is why bank and investors may not be find interest in it. Besides, it is a big deal to fulfill what banks and investors require; crowd funding does not require a financial repayment.
4. Get help easier. There are Crowd Funding websites that aid one to raise funds – all you need to do is sign up. Being available online, advertising project ideas is easy, bringing cooperation supporters and potential donors from all around the world.
5. Gain popularity. You are able to advertise project ideas online, or on popular social network sites and blogs like Twitter, Blogger or Facebook.

This brings a broader area and larger audience from all around; besides raising funds, you draw attention from others for your new project or business ideas.

# **Chapter 5:**

## **Learn How To Use The Products That Others Have Paid To Develop**

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### **Synopsis**

There are questions about originality if using the products that others have paid to develop. However, originality is subjective; different people have different opinions about it. Therefore, understanding the difference between using ideas to create something new and stealing ideas by copying them completely is crucial, and doing research on what you are going to sell is important; so that you will not take the wrong steps for your business.

### **Originality**

How to Use Products That Others Have Paid to Develop Without Violating Their Copyrights

1. Reproduce forgotten products. It is sometimes hard to create something new and getting people to accept them. That is where classic products step in. To reproduce forgotten or unknown products, you must find out more by doing thorough research to understand what the market lacks. Creating something new with classic ideas can make a successful business.

2. Improve existing products. People buy a product or service because it is useful, or it is reliable and brings convenience. It would be beneficial using that particular idea, with added concepts and several enhancements, to reproduce an improved product.

3. Combine multiple existing products. This is a rather common way of using other people's products to create a new one. Mixing the existing ideas will produce more original products than those stated above. If you observe and survey carefully, most original products come from remixing ideas.

4. Combine and improve multiple existing products. This is a more careful and creative way to reproduce products by using other people's products. As long as it is good, people prefer a nearly new idea rather than a completely new idea. It can sometimes be risky if you reproduce something that is of less worth than the original ones.

# **Chapter 6:**

## **How People Get Wealthy Using Other People's Money**

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### **Synopsis**

There are several ways to get wealthy using other people's money.

#### **Some Tips**

##### How People Get Wealthy Using Other People's Money

- Think big. Expand what you have. Maximize what you get for your startup capital from others. Make plans to bring success to your business instead of just hoping everything will go smoothly and calm.
- Make your business your way. It is all right to use products of which others paid to develop, or using their ideas, but management of your business and ways to approach your clients or customers must be of your own. Do not copy them; their products, services or more- it will prevent you from gaining success and wealth.
- Have a good reputation. This is everything to a business or a company- it helps bring fortune and makes it easier to reach out to a larger crowd. If the company's reputation is tarnished, there will be no further

investments by investors as it can be risky. Then, it will minimize the chances to make your business bigger.

- Make constant improvements. Grow your business; do not let it get stagnant. Do not think that your startup capital by using other people's money is sufficient. Take progressive steps to enhance your business performance, which brings better profits. Do not depend solely on investors; they, too, expect to see your business grow.
- Work smart. Be a smart entrepreneur with self-confidence, hard work, and ability to look ahead of your current situation. Entrepreneurs with self-confidence are also willing to learn from others, take in criticisms and get rid of their own weaknesses. These helps to expand business and bring promising wealth.

## **Wrapping Up**

Using other people's money to start a business saves time; all you need is to have the initiative to get funds for your startup capital. However, there is no point to waste such an opportunity- use that money wisely to gain greater wealth.

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