



How Much Funding Do You Need to Raise?

An HBS Accelerate Workshop

Workshop Summary

How much funding does your startup *really* need to raise? Should you value your company aggressively or modestly at the start? In this workshop, Shikhar Ghosh, Professor of Management at HBS and successful entrepreneur, shares a practical method founders can use to determine the optimal amount of capital to raise and avoid common fundraising mistakes.

Who Should Attend?

Founders of pre-revenue-generating startups who are planning to raise capital or have just begun the fundraising process.

What You'll Learn

- How to apply a framework to determine the optimal amount of capital to raise at the various stages in your startup's journey.
- How to weigh the consequences of raising as much as you can vs. bootstrapping your venture at the outset.
- How investors' behavior and outside influences can impact the amount of funding you raise.

Format

This 60-minute workshop integrates tested frameworks, techniques, tools, and insights delivered by an HBS faculty member via video. Between short videos, participants engage in practical, hands-on activities to help them evaluate and strengthen their startups.

Outcomes

By the end of the 60-minute workshop, you will be able to:

- Understand the costs of raising capital and what type of investment best aligns with your business
- Apply a practical framework to determine how much capital you should aim to raise for your startup (and when)
- Identify meaningful value inflection points for your venture and understand how they relate to funding

[Bio for Professor Ghosh](#)

Additional [HBS Faculty page](#) and photo of Professor Ghosh