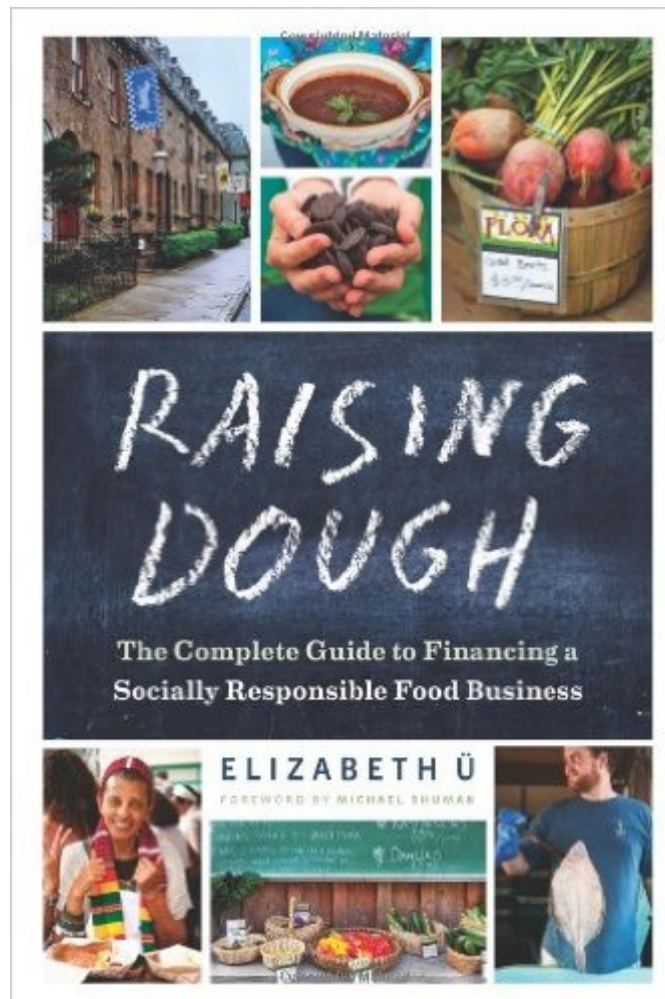


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# Raising Dough: The Complete Guide To Financing A Socially Responsible Food Business



## Synopsis

More and more entrepreneurs are using food-based businesses to solve social and environmental problems - and yet the majority of them report that a lack of access to capital prevents them from launching, maintaining, or growing their ventures. Raising Dough is an unprecedented guide to the full range of financing options available to support sustainable food businesses. Raising Dough provides valuable insights into the world of finance, including: Descriptions of various capital options, including traditional debt and equity, government grant and loan programs, and cutting-edge models such as crowdfunding and community-based alternatives Guiding questions to help determine which capital options are the most appropriate given the size, stage, entity type, growth plans, mission, and values of an enterprise Case studies and testimonials highlighting the experiences of food system entrepreneurs who have been there before, including both success stories and cautionary tales Referrals to sources of capital, financiers, investor networks, and other financial resources. Written primarily for people managing socially responsible food businesses, the resources and tips covered in this book will benefit social entrepreneurs - and their investors - working in any sector.

## Book Information

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## Customer Reviews

As owner of a very successful cafe (7.5 years this writing) and founder of our town's local first movement, I can only imagine how many thousands of dollars I could have saved and natural conflict I could have avoided with just the first three chapters alone. There is no other book that

compares to this, which contains the absolute leading edge of information in a rapidly evolving field. I have spent countless hours researching many of the different aspects of this book, and now it is all neatly compiled into a practical, information rich and easy to understand book for the emerging foodpreneur or seasoned social entrepreneur/activists looking to reorganize, grow or evolve their concept to the next thing. When people like Elizabeth U are in the sweet spot of influencing so many people in our economic climate, I have way more than just hope for the future. "Raising Dough" is a very grounded book bringing pragmatic and practical practices into a new business culture that is helping co-create the "more beautiful world our hearts know is possible" (Charles Eisenstein).

This book had me at the title: RAISING DOUGH. What Elizabeth U has done with this resource goes above and beyond anything I could have expected when it came to a guide for food businesses. This is really a must-have for anyone who is looking to do something in business and is wondering not just where to start but what resources might be available for them. I was so impressed by the various means she shares in order to not just help you get your business off the ground but the ways that are out there to help sustain it. Whether it is finding creative ways to work with others in making the business a success or creating a campaign where others in your community or around the world are invested in the success of your business---there are so many examples as to how if one opportunity doesn't present itself how you can go on to Plan B, C or even D. Another thing that was totally new to me was when it came to loans and looking into grants for your business. Who knew that not all "small businesses" were considered such?! Just another example of the amount of work that has gone into making this book as informative yet concise enough that anyone can read and understand it. Food businesses are important to our survival and they definitely have a place in our lives, beginning in our communities. What Elizabeth U reminds us of, however, is that in order to bring such projects to life there has to be an invested interest in it as well as the means for others to see its value. A book like RAISING DOUGH goes a long way in that regard. Hands down it's an invaluable resource for all entrepreneurs.

Having met Michael Shuman, the author of the foreword of this book by Elizabeth U, my interest was high from the beginning of reading this book. I was not disappointed. With my background in investments, Slow Money, and local food, this book is NEEDED! I have referred many to it already. This is understandable for all! But it is especially understandable because the author understands what is happening in the local food industry today and how important the need for financing information is. I would love to read more by the author and Michael Shuman!

Great book for anyone considering starting a small farm or any kind of farming venture. Lots of resources available for financing.

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