

2024 TOP CHALLENGE

MONEY

Entrepreneurs spoke candidly about the challenges of funding their ventures—navigating uncertainty, limited access, and the steep learning curve around capital.

Financial Modeling Support

Entrepreneurs expressed a need for support in building flexible, investor-ready financial models—tools that reflect the real-world complexity of running and growing a business.

“Sometimes we think we’re too small to need a financial model, but if we’re looking for outside funding, they need to see that the model is airtight.”

Funding Fluency



Many business owners shared that they’re navigating funding decisions without a full understanding of their options. There’s a clear need for accessible, stage-specific education around financing strategies.

“It’s not just about equity or debt—there are options, but understanding them and knowing which one fits your business is the challenge.”

Investor Networks



A common theme: the difficulty of finding and connecting with aligned investors. Entrepreneurs want stronger pathways to build real relationships with funders who understand their vision.

“We need local investors, but finding a robust [investor] community here is tough.”