

Importance of knowledge in fund raising

Speaker: We need to build our knowledge on the industry, the stake holders, the trends, and all events and happenings that are going on in my domain.

I need to understand competition, both direct and indirect.

Third is your target audience. Try to understand them. How do they think? How do they behave? What are their motivations?

Fourth: Your organisation. You should be able to converse and speak about your organisation as the founder.

It starts with the term I used in the start; if you claim ownership you will invest in all this.