

# Capital Guide Website (kapitalovypruvodce.cz)

## Access to capital market financing for Czech Small and Medium-Sized Enterprises

SMEs in the Czech Republic have a comparatively low knowledge of capital market instruments and opt for using predominantly their own resources or bank financing. Therefore, in cooperation with the Directorate General for Structural Reform Support (DG REFORM) of the European Commission, the Ministry of Finance has prepared a **project to present the capital market to Czech entrepreneurs** as a possible alternative for financing their businesses via the educational website kapitalovypruvodce.cz (Capital Guide).

### About the Capital Guide

Capital Guide is a website with the main purpose of acquainting small and medium-sized enterprises with **alternatives to traditional bank financing**. The Capital Guide website will direct SMEs towards these alternative methods of business financing and the experts who can guide them in choosing a suitable financial instrument and support them with securing the financing.

### Project objectives

The main goal of the project is to **increase awareness** about the Czech capital market and the opportunities which it provides to small and medium-sized enterprises. The second objective is to **improve the functioning and resilience of the Czech economy** by diversifying the source of finance.

### Guiding SMEs

- The project was introduced to the public via an online conference including workshops on the 29<sup>th</sup> April 2021.
- The Capital Guide contains a **wide range of information** about the capital market and covers the main issues and questions entrepreneurs may have about fundraising.
- On the website, entrepreneurs will find a **useful quiz** which serves as an initial guide to the right financial instrument.
- With the help of a **step by step guide**, entrepreneurs will have the opportunity to become acquainted with the capital market various financial instruments and to choose an expert who will guide them through the process of fundraising.



1

#### Need definition

Define your needs and financial requirements



2

#### Financing type overview

Become acquainted with the basic types of financing.



3

#### Comparison of financing tools

Compare the parameters of financing tools or use the Capital Guide quiz



4

#### Contacting

Contact a financial advisor and ask for a service proposal



5

#### Advisor selection

Compare received service proposals and choose the best advisor



6

#### Fundraising

The financial advisor will provide guidance for the fundraising process



Ministerstvo financí  
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## Content of the website

The Capital Guide website aims to walk the entrepreneur through the **six basic financial tools** available on the capital market. Each section provides answers to the main topics entrepreneurs need to understand to raise capital and finance their business.

- **How does** the financial instrument **work**?
- **How much** does it cost?
- **When** should I use the financial instrument?
- What are its **advantages** and **disadvantages**?
- Where should I go **next**?
- Who should I **contact**?

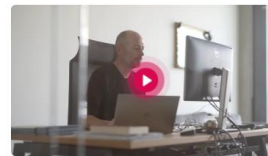
## Video content

The video content aims to attract visitors to the website, guide its users, educate entrepreneurs and inspire them to successfully finance their businesses on the capital market.

- The **welcome video** introduces the Capital Guide website and the information an entrepreneur can find on the educational website. This video will attract potential users to the website.
- **An animated video** guides every interested entrepreneur through the website, to the successful financing of their businesses using the capital market and its financial instruments.
- **Two podcasts with financial experts** about the main types of capital market financing are featured regarding the issue of stocks and bonds.
- **Six success stories** show how different small and medium-sized entrepreneurs have already found their own path to financing on the capital market.



### Practical examples



#### Historical game was funded by fans on Kickstarter

Warhorse Studio released the successful game Kingdom Come: Deliverance in 2018, which has sold 3 million copies so far. However, at first the company failed to get a publisher, so they requested the support of their fans through the Kickstarter platform. The video describes how the application for funding proceeded, what attractive rewards the developers announced and how they prepared their presentation for Kickstarter.

