



Small Business

What if you want to invest \$5,000 in a friend's business?

Free workshop aims to help small investors choose wisely

BY TANYA MANNES

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If you have ever considered [investing](#) some of your hard-earned cash in a start-up venture, you might want to attend a free [workshop](#) next week.

The workshop is aimed at people who might want to direct between \$5,000 and \$50,000 of their savings into a [small business](#) such as a franchised sandwich shop, car wash or an e-commerce start-up. It's also appropriate for people with self-directed IRAs who want to explore investment options other than real estate.

The March 9 event will focus on how to evaluate investing opportunities. That can be difficult because small businesses are less regulated than publicly-traded companies, which have to release public financial statements.

Speakers will include established "[angel investors](#)" who have nurtured early-stage businesses. The event is presented by ActSeed, co-sponsored by the Business & Entrepreneurship Center and hosted by the North San Diego County Small Business Development Center.

Most start-ups are funded by regular people — such as friends or coworkers — and not by [venture capital](#) firms or high-net-worth "angel investors," said Bill Attinger, CEO of ActSeed. One study found that three-quarters of all business investments made by individuals were \$20,000 or less. The [2005 study](#) was released by the Eugenio Pino and Family Global Entrepreneurship Center at Florida International University.

Attinger's company, ActSeed, helps entrepreneurs prepare for [investors](#) and build a solid planning foundation to compete in the marketplace. "Part of our mission is not only to cultivate promising new businesses, but also to cultivate a new generation of 'seed stage' investors who might want to invest as little as \$5,000 into a local entrepreneur," Attinger said.

For more information on the event, contact Attinger at bill@actseed.com.

Small business investing workshop

Title: "Vision Without Execution is Nothing: How to Approach Small Business Investing Like a Professional Angel or Venture Capitalist"

When: Wednesday, March 9 from 5 p.m. to 7 p.m.

Where: North San Diego County SBDC, 1823 Mission Avenue in Oceanside

Cost: Free, with RSVP required through this link: bit.ly/InvestorWorkshop-Mar9

Goal: Introduce "small business investment best-practices" to people who are interested in providing capital of between \$5,000 and \$50,000 to local small businesses and start-ups.