

## Investors

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- **private individuals:** Love Money (obtained from family or friends). You can learn more about them with [Fédération Love Money](#).
- **Seed Capital** are specialized in upstream investment of the traditional venture capital, i.e. at the time of the first contribution of financing to a company, whereas this one did not start the development of its product yet and does not generate significant sales turnover (Source: COB).
- **Start-Up Capital:** finances the launching of the company, in particular at a commercial level, the first recruitments, etc, can count 2 round tables.
- **Expansion Capital** finances the growth of the company, internal or external, the development of new products or the launching of a new strategy, the company must moreover have a recurring sales turnover.