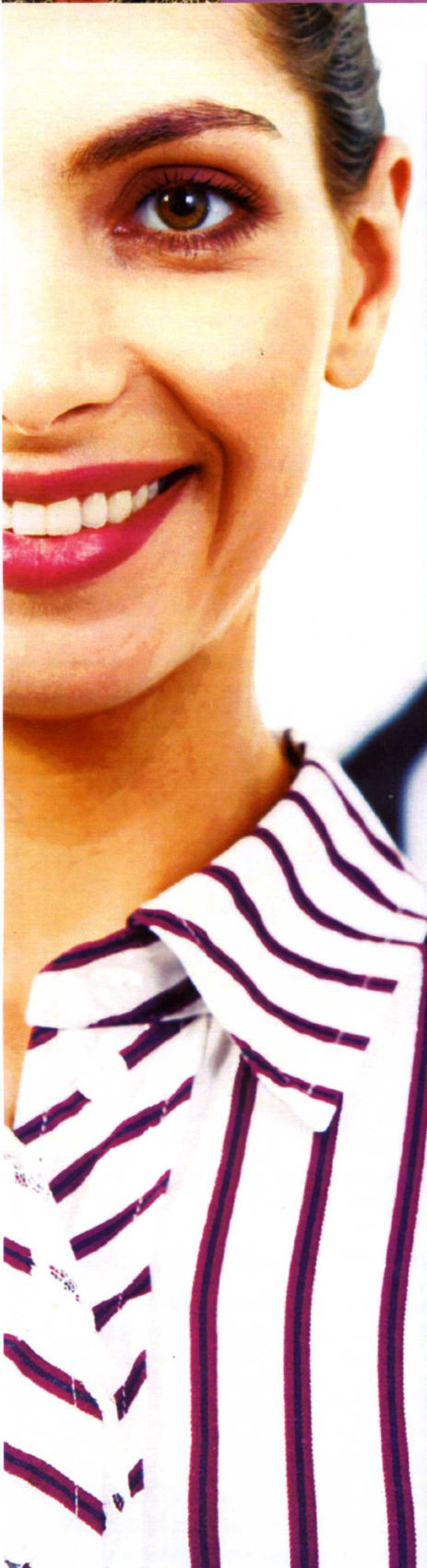


## RAISING CAPITAL



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# A Financial Intermediary YOUR COMPANY'S NEW

# BFF

As the tight economy continues to pose challenges to growth, many business owners are realizing they need help finding and accessing capital. And increasingly, business owners are looking to financial intermediaries to bridge the gap for them.

But what really is a financial intermediary? The classic definition was an institution that acts as the middleman between investors and firms raising funds, such as a chartered banks, insurance companies, investment dealers or mutual funds. The problem with this definition is that these institutions are, for the most part, the organizations with the money – rather than the middlemen.

Today's definition is somewhat broader, referring to the financial intermediary simply as someone who serves as a middleman, bringing together capital and deals – exactly what most business owners are looking for.

