

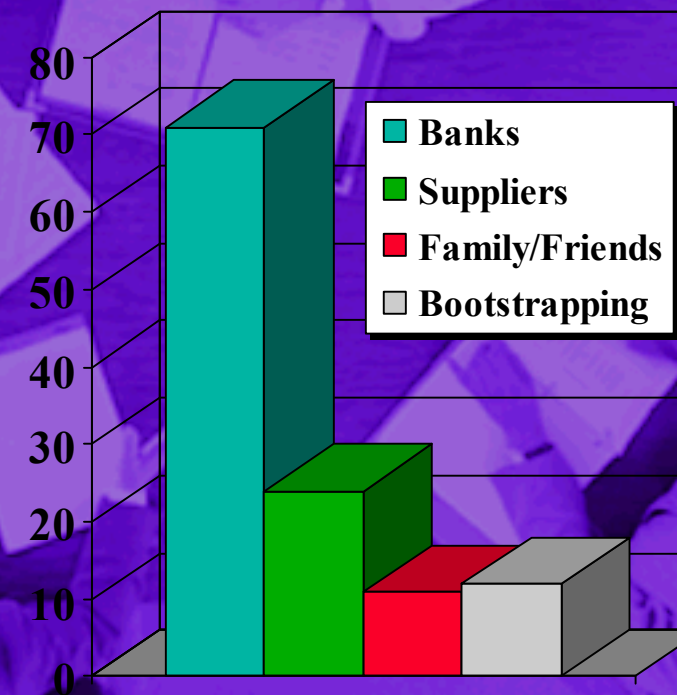


Get Financed!

Raising Money for Your  
Business

# Raising Money - Sources

- At 71%, banks are the single largest source of capital for small businesses  
*(source: CFIB, 2002)*
- *Government grants account for 1%\**





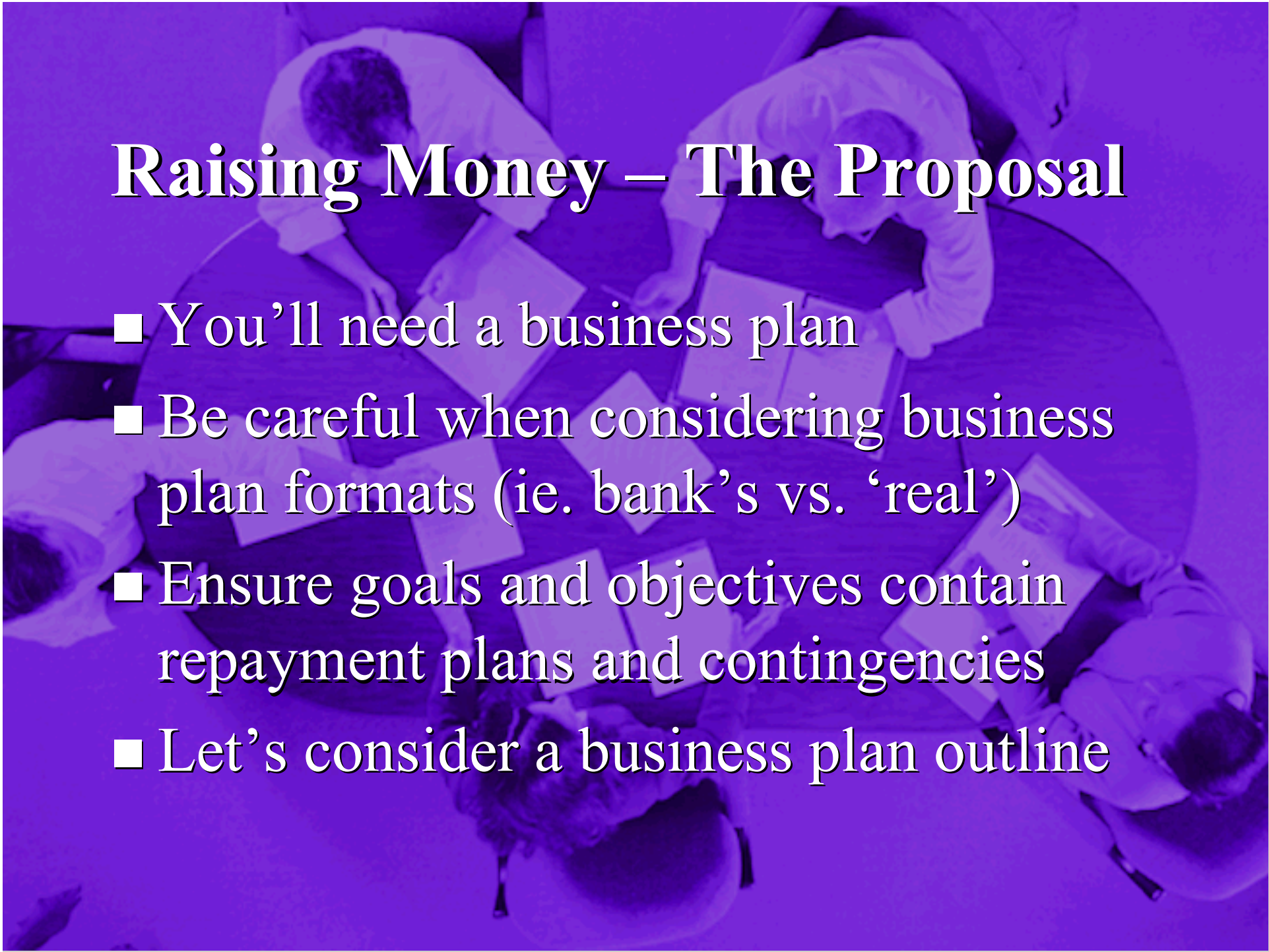
## Raising Money – 1<sup>st</sup> Things 1<sup>st</sup>

- Get a copy of your credit report (free)
- 6-year history so look for inaccuracies
- Consumer vs. commercial reports
- Key areas:
  - ✓ Inquiries
  - ✓ Credit Limits
  - ✓ Payment habits

# Raising Money – The Meeting

- Have a clear purpose
- Know your business inside-out
- Be prepared to discuss financial information
- Make an appointment





## Raising Money – The Proposal

- You'll need a business plan
- Be careful when considering business plan formats (ie. bank's vs. 'real')
- Ensure goals and objectives contain repayment plans and contingencies
- Let's consider a business plan outline



## Raising Money – Relationship

- How well do you know your banker
- Insist on a tour of your business
- Provide regular business progress updates
- Invite your banker to special events
- Make sure bad news comes from you



# Raising Money – Your Options

- Canada Small Business Loan Program
- Chartered Banks
- Business Development Bank of Canada
- Huron Business Development Corporation
- Heartland Credit Union
- Angels vs. Venture Capitalists



## Raising Money – Think About

- 3-6 months cash flow
- Factoring
- Grant programs
- Family and friends
- Angel network
- Personal assets
- Hard assets vs. soft assets
- Banker motivations
- Basic business economics
- Your commitment in dollars and cents



## Raising Money - Summary

- Know your credit history
- Have a plan
- Develop a relationship
- Maintain the relationship
- Minimize surprises
- Consider all options



Get Financed!

The End!  
Thanks!