



CURATED COACHING FOR ENTREPRENEURS

The Power of Capital



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Pre-Work

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Before your coaching session, complete this form and be prepared to discuss with your business consultant.



Section 1: Background

Fill in the blanks below:

Describe your business (i.e., mission, size, audience, etc.)

What business is your industry in?

How long have you been in business?

i **Most lenders like to see at least two years** of operating history to better understand a business's potential. Newer businesses are considered start-ups and typically go through a more complicated lending process.

Is your business profitable?

Yes

No

i **Profit and cash flow are the strongest indicators of long-term potential.** Negative cash flow is a signal that a business could have trouble repaying its loan.

Is your business seasonal?

Yes

No

i **Some industries are profitable, but only for a few months out of the year.** Farmers, for example, may spend all year preparing for a two-week harvest, after which they sell their entire crop. Credit can help farmers buy seeds and tend the crops during the other 50 weeks of the year.

Section 2: Previous capital and funding

Reflect on the capital your business spent:

How did you fund your business?

Savings
Friends & family
Loans
Credit cards

Other:

i This background is helpful for a lender to **understand your previous funding decisions.**

How did you use your funding?

Marketing
Equipment
Employees
Real estate

Other:

i **Essential operations**, such as marketing or purchasing equipment, may require more investment and funding for your business to succeed.

How do you continue to fund your business?

Savings
Friends & family
Loans
Credit cards

Other:

i A business **may be funded directly from the revenue generated**, but that may not be the case for younger businesses that requires credit opportunities to buy resources and equipment to maintain day-to-day operations.

Is your current funding method working?

Yes No

i There may be room to **change the type of funding** your business uses day to day.

Section 3: Thinking of future capital

Do you need capital? Answer the questions below:

Do you need to build credit?	Yes	No	i A new business needs to show a history of responsible borrowing to qualify for larger loans. A business credit card is often a good way to start building credit.
Are you looking to expand?	Yes	No	i If adding employees or new locations can help your already profitable business grow, you may need credit to begin expansion.
Will new equipment help your business?	Yes	No	i If essential equipment is limiting your growth, you may need to borrow to increase your revenue potential.

If you think you need capital, what do you need it for?

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