



**Making Your
Business Lendable:
Net 30s, Credit
Cards, & SBA Loans**

Business Credit Scores 

Build Business Credit 

Qualify For SBA 7(a) Loans 

Growing Business Revenue 

Venture Capital: 5 Steps 

Agenda

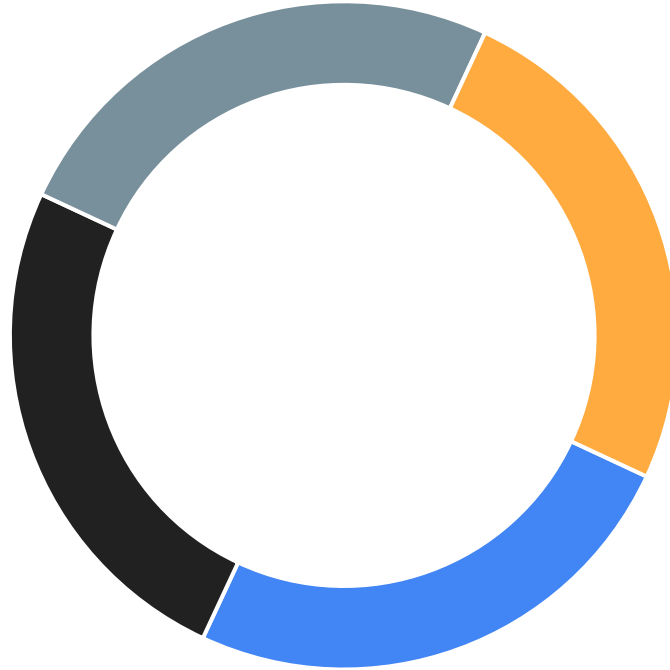
The Big Loan Secret First

**Obtaining Capital Is All About Creating
Confidence That Your Business Will Pay
Back What Is Borrowed And On-Time**

**This Will Require Both Business And
Personal Credit**

A decorative horizontal bar at the bottom of the slide with a gradient from blue on the left to green on the right.

SBA Loan Qualification



■ Revenue ■ Time In Business ■ Personal Credit ■ Business Credit

Business Credit Scores

Personal Credit Scores

FICOTM

vs

TransUnion^{tu}
experianTM
EQUIFAX

**FICO personal credit score vs the VantageScore.
Scores are on a scale of 300 to 800.**

Data Algorithms (aka Credit Scores)



Intelliscore



Payment Index




Paydex

Measures a business's past payment performance: late, on time, or default. All on a scale of 1-100. The higher the score the better.

FICO SBSS

Small Business Scoring Service


- **Combines personal and business credit scores**
 - **Reflects the SBA eTran score used for approvals**
 - **Score range of 0 to 300; higher is better**
- 
- A decorative horizontal bar at the bottom of the slide with a gradient from blue on the left to green on the right.

Build Business Credit

Establish A Business

- **Register with the Secretary Of State**
- **Obtain a matching EIN**
- **Nevada, Florida, Delaware, & Wyomming are business friendly states**

Separate Your Finances

- **Get a bank account or operating account in the business name**
 - **Use that account for all transactions**
 - **Use that account for receivables**
- 
- A decorative horizontal bar at the bottom of the slide with a gradient from blue on the left to green on the right.

Start With Vendor/Trade Credit

Net30 vendor accounts are one of the best ways to establish and build your business credit history.

A net30 is a business offering products and services who send you an invoice for payment and give you 30 days to pay. Then report that experience with you to the credit bureaus.

Some offer net30 terms without requiring a personal credit check or personal guarantee, perfect for small business.

A decorative horizontal bar at the bottom of the slide with a gradient from light blue on the left to light green on the right.

Net30 Vendors



Obtain Transactional Business Cards

You can obtain business credit and debit cards that will enable you to build credit faster.


Some offer terms without requiring a personal credit check.

No Personal Guarantee Credit Cards



Sales-Based Lending Options

Use A Well-Known Payment Service

- **Companies like Stripe, Shopify, PayPal**
 - **Use that account for all transactions**
 - **Use that account for receivables**
 - **Route to your bank account**
- 
- A decorative horizontal bar at the bottom of the slide with a gradient from teal on the left to yellow on the right.

Significant Payment Volume Means Options

- **These companies will automatically offer you financing based on the sales volume**
- **They tend to be better than 3rd party options**

Merchant Cash Advances

- **Warning... These are not regulated.**
- **A merchant cash advance is an alternative type of business financing in which a company gives you an upfront sum of cash that you repay using a percentage of your debit and credit card sales, plus a fee.**


Requirements for SBA 7(a) Loans

The 7(a) Loan Program

SBA's primary business loan program, provides loan guarantees to lenders that allow them to provide financial help for small businesses with some restrictions.

A decorative horizontal bar at the bottom of the slide with a gradient from blue on the left to green on the right.

The Requirements

- **Actual formed business (EIN + State Docs)**
 - **In business 2 years (business tax return from 2023)**
 - **Personal credit score (minimum of 660)**
 - **Business credit score (FICO SBSS at 155, Payment Index of ~ 80)**
 - **Revenue (typically want a minimum of 100k/yr)**
- 
- A decorative horizontal bar at the bottom of the slide with a gradient from blue on the left to green on the right.

7 (a) Loans: Allowed Uses

- **Acquiring, refinancing, or improving real estate and buildings**
- **Short- and long-term working capital**
- **Refinancing current business debt**
- **Purchasing and installation of machinery and equipment, including AI-related expenses**
- **Purchasing furniture, fixtures, and supplies**
- **Changes of ownership (complete or partial)**
- **Multiple purpose loans, including any of the above**

Growing Business Revenue

There are two ways to grow your business:

Plans & Strategy

A Business Plan is about the resources you control, manage, and spend. You are in total control of the outcome.

Where To Obtain Business Plan Templates

Business Strategy

Strategy is a *theory* of how to win.

**A Unique Value Proposition (UVP)
is an articulation of your strategy.**

UVP: Clearly articulates what makes your product or service unique and why it is valuable to your target audience.

 Understand Your Audience

 Highlight Unique Benefits

 Clear And Concise



Understand Your Audience

Market Research: Conduct thorough research to understand your target demographic, Their needs, preferences, behaviors, and pain points.

Customer Personas: Create detailed personas representing your ideal customers to guide your messaging and marketing strategies.



Find Your Audience

Use tools like Facebook Ads Manager. Find your customer with the “Audiences” tool.

You can reach new people through advertising to a “look alike” audience.

×

Choose a custom audience source

Connect with people who have already shown an interest in your business or product.

Your sources

☐ Website

☐ App activity

☐ Catalog

☐ Customer list

☐ Offline activity

Meta sources

☐ Video

☐ Lead form

☐ Instant Experience

☐ Shopping

☐ Instagram account

☐ Events

☐ Facebook page

☐ On-Facebook listings

?

CancelNext



Highlight Unique Benefits

For [customer base] who need [problem to be solved], [your company name] is a [solution] that [solves problem].

Unlike competing products, [your company/product name] goes beyond [basic value] providing you [benefit].

Highlight Unique Benefits example

For small business owners who need to build business credit and their business revenue, Growegy is a planning and marketing tool that is offered on Net 30 terms.

Unlike competing products, Growegy goes beyond templates providing you hands-on help.



Clear And Concise

Clarity and Conciseness: Craft messages that are simple, straightforward, and easy to understand.

Value-Driven Content: Produce high-quality content that educates, entertains, or informs your audience and addresses their needs and interests.



Use Compelling Evidence

Satisfied Customers



Alfred D.

Business Owner

I would like to thank you for the wonderful service you have provided me during my subscription period. The quality of your product and customer service has been exceptional, and I have enjoyed being a part of your community!

Terryl H.

Business Owner

I began using Growegy to enhance my knowledge of business planning. Growegy provides valuable insights into developing a comprehensive business plan, helping entrepreneurs structure their businesses effectively and strategically. Marie [account manager] communicated well which helped me learn how to write a financial analysis based off the training that she has sent me and how to go by filling it out.

Anel D.

Business Owner

I just started using Growegy and all I can say it's a great place to be. Great company with lots of benefits to offer. Highly recommend!! Marie Twist [Customer Success Manager] is amazing!! She will take care of you and has ton of knowledge. Any issues just email her. Also the 1 on 1 calls are amazing as you learn a lot.

Venture Capital; The 5-Step Process To Attract Institutional Investors

Institutional Investors

Angels → Venture Capital → Private Equity

Challenging

Difficult

**There Are 5 Categories Of Questions You
Need To Answer To Attract Investors**

1. How Unique Is Your Idea?



Who is your competition?



Is there a market (a defined category)?







What stops a big competitors from taking over?






Why is your idea a better way to solve the problem?




2. How Will You Make Money?

-  Do you know how to sell?
-  Do you know who to sell to?
-  What is your sales cycle?
-  Can you teach others how to sell your solution?





3. Are You Growing?

-  Do you consistently close deals?
-  How many months of growth do you have?
-  Where will future growth come from?

4. Why Right Now?

-  Have your customers expressed demand at large?
-  If your solution didn't exist what would people do?
-  What do we miss out on if we fund you in 6 months?

5. What Is My Opportunity Cost?

-  This is an internal question the investor will ask.
-  You need compelling and exciting evidence.
-  Who are the founders?
-  Do I want to work with them for 10 years?



Q & A