

SMALL BUSINESS AND
ENTREPRENEURSHIP

FINANCIAL
RESOURCES

OVERVIEW OF FINANCING RESOURCES



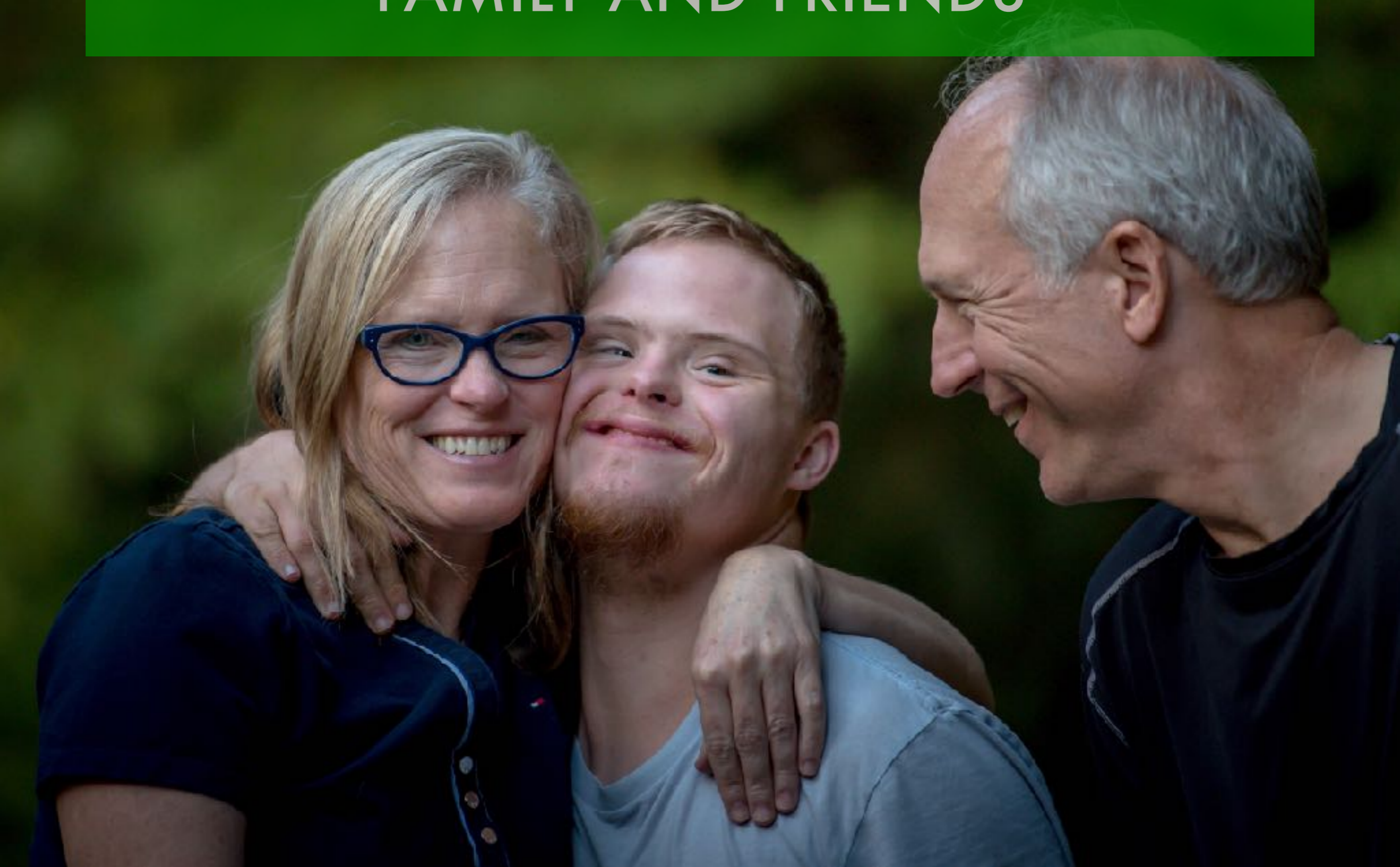
START-UP (OR "SEED") STAGE



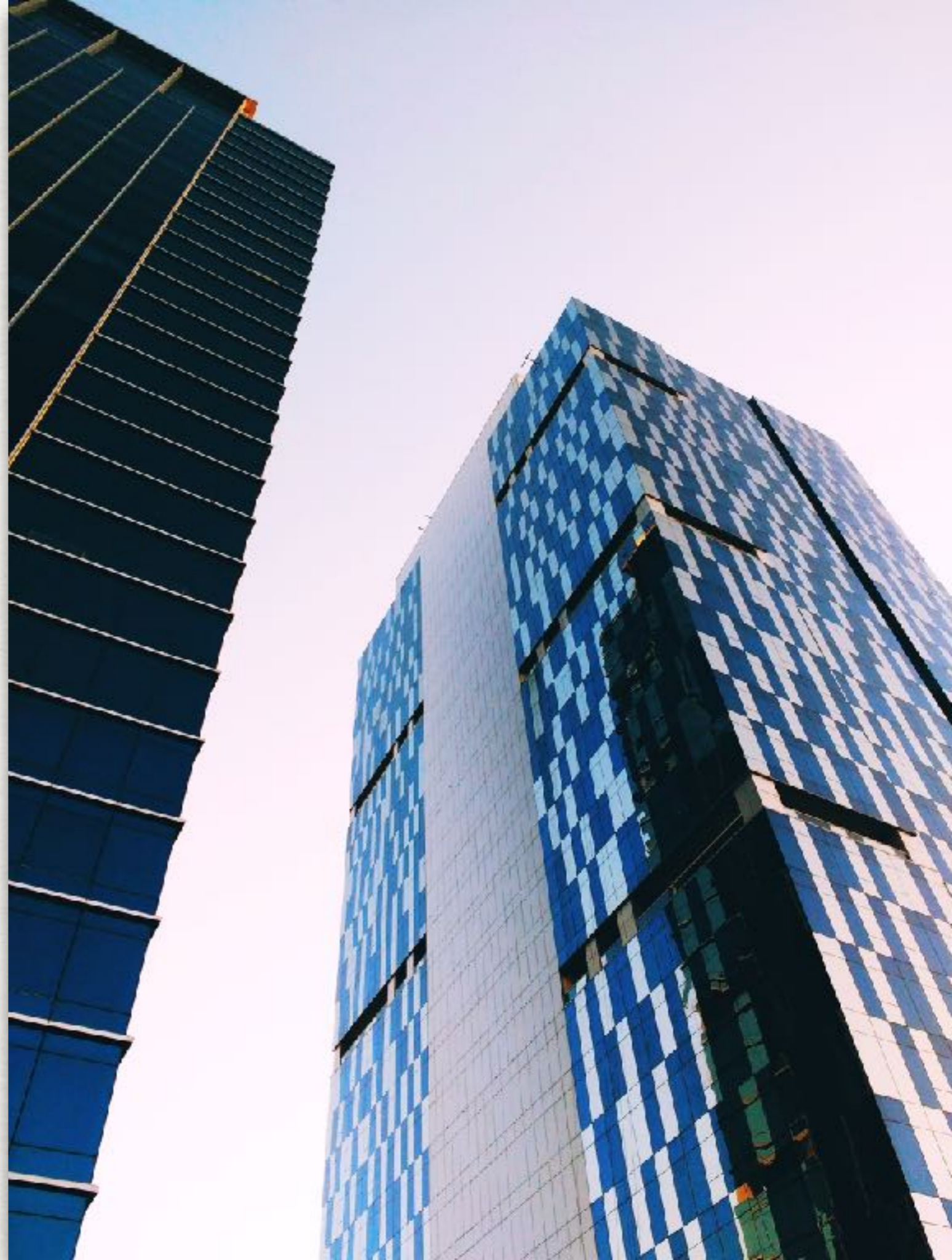
PERSONAL ASSETS

- Checking and saving accounts
- Credit cards
- Stocks, bonds and other investments
- Retirement funds

FAMILY AND FRIENDS



HOME EQUITY
LOANS OR
CREDIT LINES



INTERNAL FINANCING

CASH MANAGEMENT TOOLS

- Lockbox
- Controlled Disbursement Account
- Sweep Account

ACCOUNTS
RECEIVABLE
MANAGEMENT



INVENTORY CONTROL



ELECTRONIC COMMERCE



BARTER



EXTERNAL FINANCING



SHORT TERM FINANCING

- trade credit
- term loan
- line of credit
- letter of credit



LONG TERM FINANCING



DEBT FINANCING



EQUITY FINANCING



GRANTS



FINANCIAL INSTITUTIONS
COMMERCIAL BANKS



FINANCIAL INSTITUTIONS

SAVING INSTITUTIONS



FINANCIAL INSTITUTIONS

NON-BANK LENDERS

100% responders

\$5 each

84% conversion rate

costs : $\frac{\$42,000}{= 7,843 / \text{buyer}}$

89%

Upcoming Campaign



Audience Size 10,000

Response Rate \rightarrow 10%
(expect, how?)

Conversion Rate \rightarrow 53%

average buyer purchase \rightarrow \$14,000

THE END