



# Business Success Center

Takes You to the Top

## “102 Ways to Fund Your Business”

TexasHUB Expo • November 2019

#101waystofund

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CEO, Business Success Center

[www.ownersview.com](http://www.ownersview.com) • 512-933-1983

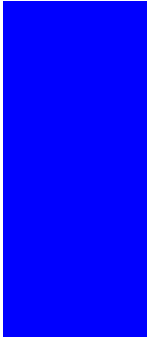
# BSC owner programs open doors and minds to make you more efficient, profitable & successful!



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*BSC takes the 40K foot view of business*



# Agenda

- 4 Funding TRUTHS
- What do you need?
- Action Steps
- “Funding” Reconsidered
- Pros & Cons
- Options



Please be courteous  
Turn off cell phones  
Slides available upon request

# 4 Funding TRUTHS with a capital “T”



Funding is like food (right ingredients and layers)



Funding is NOT about money



Funding is all about friends



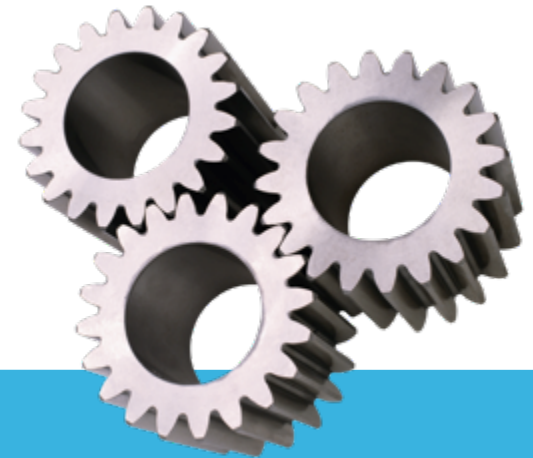
Funding is about give and take (those with the gold make the rules — are you ok with that?)

# RECONSIDERING “FUNDING”

- Money/ Access to Capital

OR

- Ability to take action to accomplish something



# MAJOR “FUNDING” OPTIONS TO “GET STUFF DONE”

- Debt
- Equity
- “Free Money” & Alternatives  
(Requires creativity & tenacity plus willingness to look out of your comfort zone)



**TOTAL: 101+**

## 4 ACTION ITEMS TO GET THINGS DONE

### STEP 1: DECIDE WHERE YOU NEED HELP



## STEP 2: LOOK AT YOUR OPTIONS

Here are some examples:

1. Sales — Be a HUB; Locate in a HUB Zone
2. Staff — Alliance, Welfare to Work
3. Space — Sublease, trade out
4. Equipment — Share cost (commercial kitchen)
5. Training — Customer sponsored, credits, trade, etc.
6. Legal — special discounts for veterans (Senate Bill (SB) 1049, exemption from certain filing fees and the Texas franchise tax for the first five years of operation.)

### STEP 3: WEIGH THE PROS & CONS

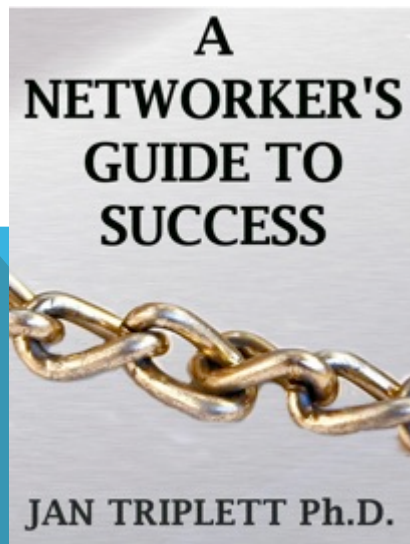
- Control
- Timing (Immediacy, What to use when)
- Duration (How long do you need it)
- Requirements (Including location, might not be US)
- Effect on Marketing/Sales
- Business Valuation Impact (Assets)
- Exit Strategy
- Personal Characteristics



## STEP 4 CHOOSE, PLAN & ACT



- It may take a combination of options
- You may need help – it can take money to make money
- You may need to move
- You may need to learn more, get special certification, receive recognition, or join a certain group — your network can help



# DEBT “FUNDING” OPTIONS — 25+



- Debt (ex. Banks, LiftFund, Peoplefund, BIG, Credit unions, BCL — Business & Community Lenders, Slow Money)
  - Credit Cards
  - Commercial Loans
  - SBA Loan Guarantees
  - Micro Loans
  - Inventory Financing
  - Line of Credit
  - Warrants
  - State Loans (ex. PDSBI, Product Development Fund and Small Business Incubator Fund, revolving loan programs administered by the Office of the Governor, Texas Economic Development Bank)
  - International Loans (by country)

# MORE AVAILABLE DEBT “FUNDING” OPTIONS

- Pre-sales with existing, former, potential customers — listed in your books as something “owed”
- Factoring (Banks Others)
  - Purchase Order Financing
  - Invoice Factoring
- Crowdfunding
  - 6 options
    - Rewards/pre-sales, non-accredited investors, equity, revenue based funding, crowdlending
- Governmental Loans (SBA, EXIM Bank, CDC – Cert Dev Corp. etc.)
  - Family Business Loan — <https://www.austintexas.gov/departments/family-business-loan-program>
  - Work Opportunity Tax Credit (2019) — <http://www.twc.state.tx.us/businesses/work-opportunity-tax-credit> (capped at \$6000 wages/\$2400 tax credit)



# EQUITY “FUNDING” OPTIONS — 14+



- Equity Investment (focused and unfocused)
  - Angel — Individuals
  - Angel — Groups (ex: CTAN)
  - VCs — Individual
  - VCs — Groups
  - Corporations & Businesses (ex. Whole Foods, HEB, Kabbage, Food Shed, Capital Factory)
  - Government (ex. ATI & other government accelerators)
  - Non-profit Accelerators for for profits and non-profits ex.(Fast Forward, Mission, Civic)

# “FREE MONEY” & ALTERNATIVE OPTIONS — 60+



- **Grants**
  - Federal SBIR/STTR (13 x 2)
  - TX Worksource Solutions Self Employment Grant
  - Government @[Grants.gov](https://www.Grants.gov) – local, state, national & International
  - Veterans Affairs Commission
  - Go Texan & other Dept of Ag programs
  - Public/Private (Austin’s [Regional Foundation Library](#))
- **Donations**
  - Your Contacts — Friends, family, enlightened ones
  - Lesser known — GoFundMe, etc.
- **Self Fund (Your Money)**
  - Home Equity Loan
  - Sell other assets
  - 401K/SEP etc.
  - Pawn
  - Savings
- **Barter**
- **Lease (employees, equipment, etc.)**

# MORE ALTERNATIVE OPTIONS

- **Alliances**
  - Formal (legally binding agreements) vs Informal
  - 6+ in sales, marketing, operations, admin, finance, recordkeeping/compliance
  - Equity partner, franchise/license, merger-acquisition, channel partner, OEM/VAR, reseller/distributor, spider web serial entrepreneur, trading partner, Keiretsu, affiliate (SPIFF or finders fee)
  - Personal, Political (Local, State, National & International), Business
- **More sales/lower expenses (including taxes)**

You have to be creative and willing to look, listen and ask before choosing a standard way to “fund”



# BACKGROUND CHECK ALERT

## ALERT:

NEVER give away equity or take on debt or “free money” alternatives without a background check of everyone!

*Good advice from:*

*Certified Fraud Examiner Bryant Truitt, CEO,  
Brytan & Associates. <http://brytanassociates.com/>*

# FINAL ACTION ITEMS

- Sign up for slides or a 2020 funding review meeting
- Please complete evaluation

# Let's Connect

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# Here's to your success!



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