

FINANCIALS

HAVE YOU GOT;

- YOUR LAST YEAR ACCOUNTS
- A P&L AND BALANCE SHEET FOR THE CURRENT YEAR
- DO I UNDERSTAND WHAT THEY SAY ABOUT ME

SUMMARISE WHAT THEY SAY IN THIS BOX

BENEFIT

WHY ARE YOU BORROWING, THINK;

- HOW WILL IT BENEFIT MY BUSINESS
- WILL IT REDUCE MY COSTS
- WILL IT INCREASE MY PROFITS
- WILL IT OTHERWISE SAVE ME MONEY

SUMMARISE WHY YOU ARE BORROWING IN THIS BOX

MANAGEMENT

CAN I MANAGE WHAT I AM DOING, THINK;

- IF EXPANDING, DO I HAVE THE ABILITY TO MANAGE THE EXPANSION
- IF CHANGING DIRECTION, DO I HAVE THE RIGHT SKILLS TO DO THIS
- DO I NEED MORE STAFF
- ARE MY STAFF SKILLED CORRECTLY
- CAN I RECRUIT EASILY OR DO I NEED SPECIALIST PEOPLE

SUMMARISE THE MANAGEMENT IN THIS BOX

RISK

WHAT COULD GO WRONG, THINK ABOUT THE REASON YOU ARE BORROWING;

- ARE MY COMPETITORS CHANGING, WILL I GET LEFT BEHIND
- IS MY PRODUCT CHANGING, WHERE IN THE LIFE CYCLE IS THE PRODUCT
- DO I NEED MORE MARKETING
- DO I NEED MORE CUSTOMERS

SUMMARISE THE RISK TO BORROWING, AND THE RISK TO NOT BORROWING

THE DEAL

WHAT AM I OFFERING? THINK;

- LENDING IS A NEGOTIATION, WHAT AM I PREPARED TO OFFER TO GET THE MONEY
- WHAT WOULD I WANT IF I WERE TO LEND TO ME
- WOULD I LEND MY MONEY TO SOMEONE ELSE TO DO WHAT I AM ASKING FOR
- DOES THE DEAL STACK UP
- IS WHAT I AM PROPOSING FAIR TO THE LENDER

TRY AND BE HONEST AND SUMMARISE THINGS IN THIS BOX