



# Three-part Series: Are You Ready for Funding?

## ***Part One: How to Write a Business Plan***

**Wednesday, March 27, 2019**

This workshop will cover the "what, why, and how" of writing a robust business plan with proforma financials. It will cover the key elements of most business plans including business description (products and/or services), purpose, legal structure, the market opportunity, goals and objectives, competitive analysis, location, management team, operational overview, key personnel, personnel plan, start-up costs, and Executive Summary. This workshop will also cover pro forma financials; including income statement, cash flow statement, starting balance sheet, and industry ratio comparisons and any other supporting documents that might be necessary when seeking capital infusion (bank loans and other sources of capital).

## ***Part Two: Cash Flow Analysis & Funding Options***

**Wednesday, April 10, 2019**

This workshop will cover the details needed to accurately project business cash flow. The training will include; standard cash flow projection policy, key industry data requirements, expense reporting, and debt service requirements. This course will also include explanation of additional financial documents needed for funding, expansion, or business planning. The workshop is a more detailed "how to," on financial reporting for funding endeavors and is open to existing and start-up businesses.

## ***Part Three: Overview of Funding Options***

**Wednesday, May 22, 2019**

After completion of financial reporting, you will need to know what funding options are available!

This workshop will include an overview of funding options for small businesses. Topics will include: traditional commercial lending, SBA loans, non-traditional lending, venture capital and government programs. The workshop will also host a panel of available resource experts to assist in program explanations and answer questions to better educate the business owner on their funding path.

**Time:**

**9:00 am - 11:00 am**

**Location:**

Huntsville Madison Co. Chamber  
225 Church Street, NW  
Huntsville, AL 35801  
<http://hsvchamber.org/>

**Information / Registration at:**

[http://www.uah.edu/sbdc/  
events](http://www.uah.edu/sbdc/events)