

# Show Me the Money!!

## 12/13/2022

---

Christine Kriz, MBA  
[ckriz@laurelridge.edu](mailto:ckriz@laurelridge.edu)  
540-868-7094  
<https://laurelridgesbdc.org/>





## What is the Laurel Ridge SBDC?

Your SBDC is a team of business and technical experts available to listen, advise and assist entrepreneurs.

### We offer:

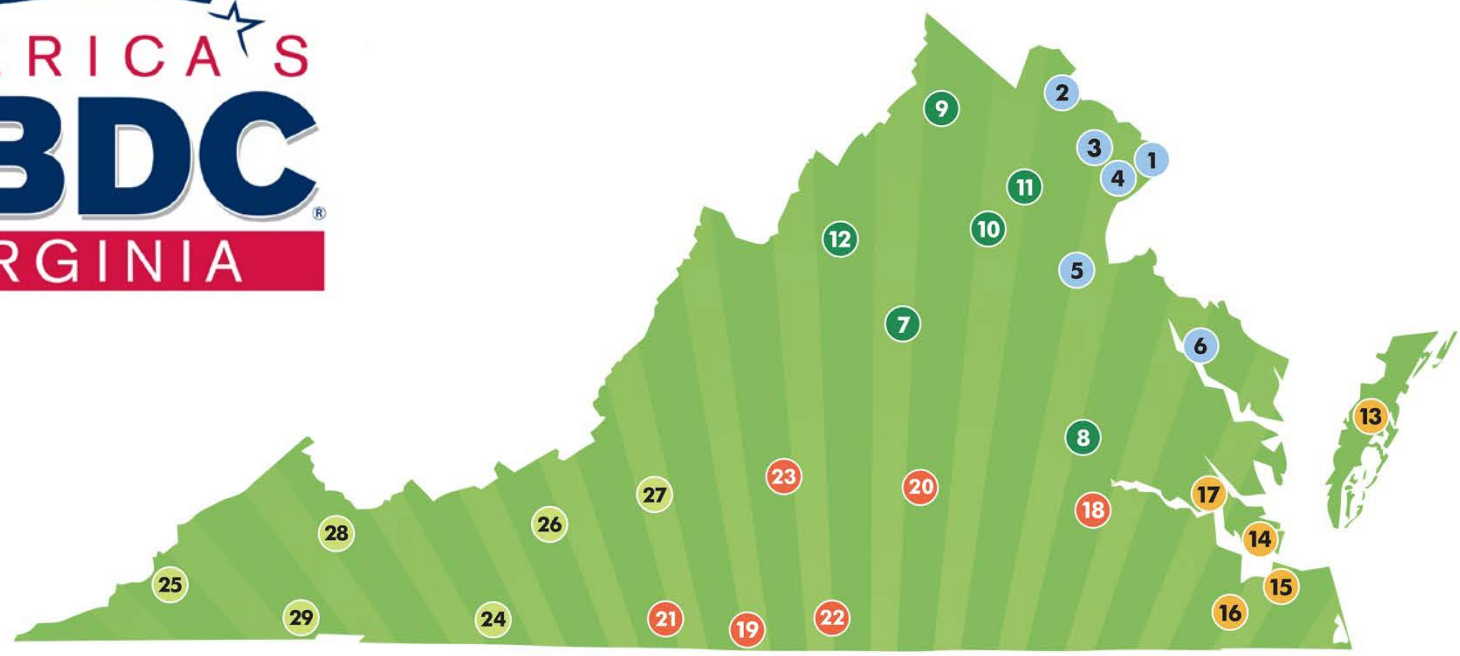
1:1 assistance

Curated research

Free training sessions

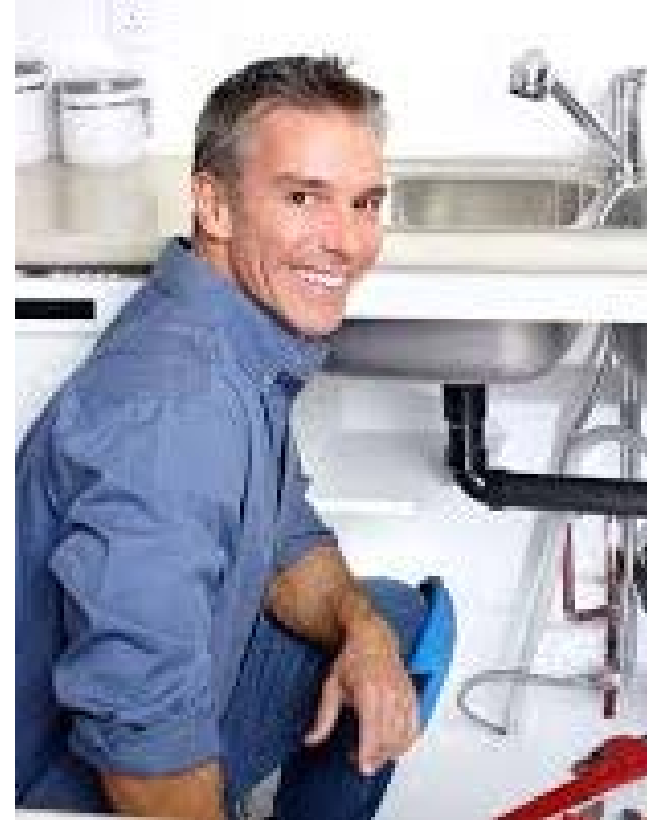
Referrals to community resources

# Where are the SBDC's?



Virginia SBDC Office Locations

**Who do we see?**



AMERICA'S  
**SBDC**  
VIRGINIA  
LAUREL RIDGE





<https://laurelridgesbdc.org/>



Laurel Ridge Small Business  
Development Center

Request an  
Appointment

 English 



 Search

[Grants](#)

[Workshops/Webinars](#)

[Resources](#)

[Sponsors](#)

[Blog](#)

[About](#)

## Recorded Webinars

Often the best way to educate yourself to successfully start, manage, and grow your business is to take advantage of the many workshops and training programs available to small business owners in several formats. We've recorded several of our most popular seminars so that you can watch them at our

[Upcoming Events](#)

[Recorded Webinars](#)

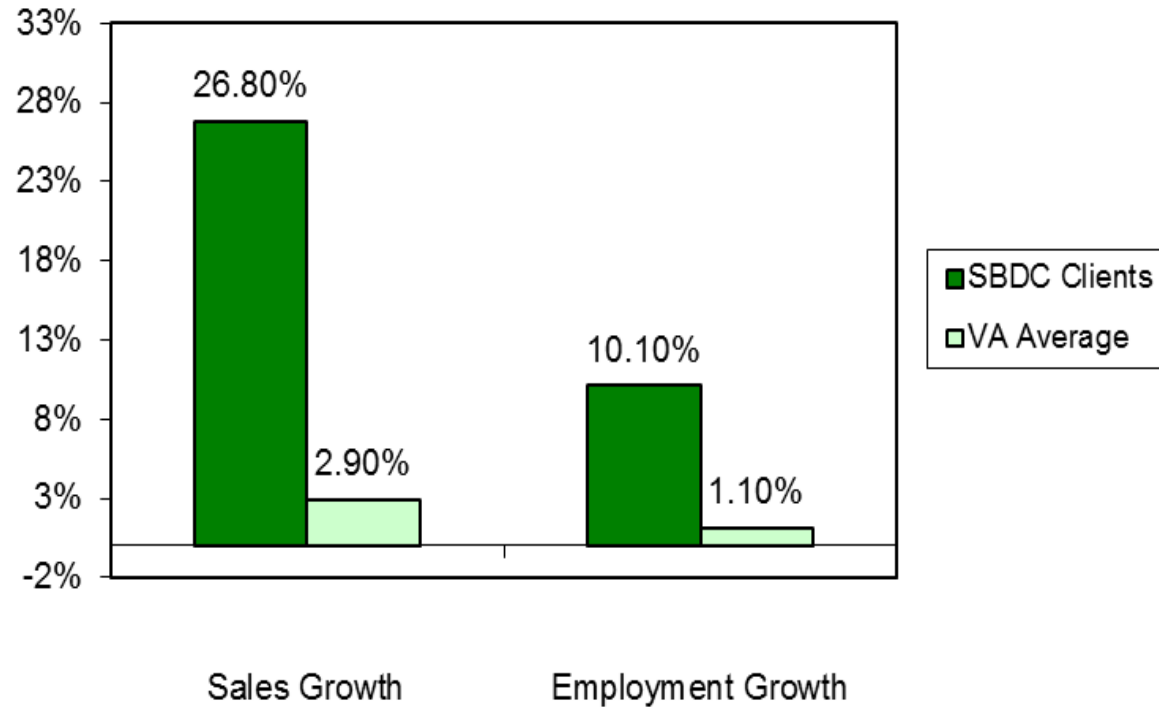
### Recorded Webinars:

We know you're busy as a small business owner. Below please find a series of webinars you can watch from your business or home. Have questions about

# Why Should You Care?



Virginia SBDC  
client businesses  
*GROW faster*  
and  
*CREATE more jobs*  
than the average  
Virginia business



# Financing Consulting

One of the most important things we do!

- Market/Product Validation
- Free online business plan
- Work the numbers
- Help complete loan application
- Educate on all financing options



## Financing: Specialized Help

- Business
- Beverage (Brewery, Distillery, Winery)
- ICAP Scientific/Technology Program
- Export Program





# Six Ways to Finance

1. Bootstrap/Self-funding
2. Crowdfunding
3. Grants
4. Commercial Loans
5. Investors
6. Other Sources



# Bootstrap/Self-Funding

- Personal Loans
- Home Equity Loans
- Cash-value Life Insurance
- Retirement Funds
- Credit Cards



# Crowdfunding



*Crowdfunding is an Internet-enabled way for businesses or other organizations to raise money in the form of either donations or investments from multiple individuals.*

- *JustGiving* - <https://www.justgiving.com>
- *GoFundMe* - <https://www.gofundme.com>
- *Kickstarter* - <https://www.kickstarter.com>
- *Indiegogo* - <https://www.indiegogo.com>
- *EquityNet* - <https://www.equitynet.com>

# Grants

## Go VA SBRT Grant

Grant pays small business to provide technical services for another small business.

### Example:

SBDC consults with a client and feels they need financial tracking system. Grant pays an accountant to set up QuickBooks, and to teach the small business owner how to use it.



# Debt Financing (Loans)

- Banks
- Government loans programs
  - Federal, SBA, USDA, other federal agencies
    - 7(a)
    - 504
    - SBA Express
    - Export finance
  - State programs: Virginia Small Business Finance Authority
  - Local Departments of Economic Development



# Collaborative Funding Deals



An Example:

Community Investment Collaborative (CIC) :

- Take a third position on the loan AND have a:
- Standstill Agreement – Arrangement where the third party cannot call the loan.
- Standby Agreement – Third party not paid until first two are paid off or no payments for a certain time period.
- Revenue Share Agreement - Arrangement where borrowers tie their repayments to the revenue their business generates over time

# Investors

- Family, friends, relatives
- Private Investor, Angels, Angel Networks
  - Relationship based networks
  - 757 Angels
  - On-line crowdfunding
- Government equity programs
  - VIPC in Virginia (SBIR/STTR)



## Other Funding Sources:

- Leasing firms
- Equipment
- Lines of credit
- Asset-based financing organizations
- Non-bank government lenders
- Non-depository “fin-tech” operations
- Account receivable financing organizations





# Thank you!

We want to help you and/or your clients!

Christine Kriz

[ckriz@laurelridge.edu](mailto:ckriz@laurelridge.edu)

540-660-2204

[laurelridgesbdc.org](http://laurelridgesbdc.org)

