

What are Women Business Owners looking for?

Clearly communicated expectations

- ◆ Documentation on what information is required to fulfill credit application to help them prepare, including co-signing
- ◆ How information gathered is used, as per privacy laws
- ◆ An clear understanding of client's industry and business cycle
- ◆ Clear information on lending structures and products
- ◆ How the application will be reviewed
- ◆ How risk is assessed with each lending structure or product

Supportive Practices

- ◆ small business finance education that is easily accessible for women (timing, location and child friendly)
- ◆ Liaison with community organizations that support women in business
- ◆ Regular inclusion of women business owners in networking opportunities
- ◆ Encouragement to extend their resource team to include relationships with business mentors, bookkeepers, accountant, and lawyers along with the bank

4 out of 5 businesses started are by women; 18% of all businesses in Canada are own/lead by women

Who are Muskoka Women Business Owners?

A survey of Muskoka Women Business Owners (WBO) found that:

- ◆ **69%** intend to grow or expand their business in the next three years
- ◆ **68%** of all WBO sought some financial assistance during the start-up phase. Of those who sought financial assistance **50%** went to banks or credit unions.
- ◆ **46%** of those who needed expansion funding went to banks or credit unions.
- ◆ **55%** reported having experienced challenges when seeking financial assistance because of insufficient assets, or their business / business idea was not considered eligible for financing.
- ◆ **30%** of WBO do not know where to go if they needed business counseling, advice or support services.
- ◆ **36%** participate in networking activities on a quarterly basis
- ◆ WBO in rural areas : only **25%** belong to business organizations
- ◆ **40%** of WBO have/had a business mentor



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Bridges for Financial Success

Building Confidence to Achieve Goals

A business tool for

Women Business Owners AND Lenders

SME's owned by women are the fastest growing segment of the Canadian economy

Women business owners continue to report significant gender-related obstacles including limited access to capital.

What are Lenders Looking for?

Business Viability

- ◆ A written business plan with focused and intended outcomes
- ◆ Marketplace possibilities
- ◆ Current and projected revenue growth
- ◆ Cash flow plan
- ◆ An understanding of financial statements
- ◆ An understanding of assets and liabilities including: accounts receivable, inventory, confirmed contracts, plant or equipment, employees
- ◆ Relationships with an extended team: bookkeeper, accountant, lawyer, suppliers, clients, mentors

A Show of Confidence means...

- ◆ Knowing your next steps, growth plans for your business
- ◆ Knowing the strengths of your management team
- ◆ Knowing your market and the opportunities it offers
- ◆ Knowing other comparable businesses

Improve cash flow within the business

20% of customers may account for as much as 80% of revenues. Knowing these “key” customers, and focusing sales strategies on their needs helps to ensure stability.

What are your financial needs?

Debt Financing

Debt financing includes secured and unsecured loans. Security involves collateral as assurance the loan will be repaid. Most lenders will ask for some sort of security.

Debt Financing Structures and Products

- ◆ Asset based financing
- ◆ Lines of credit
- ◆ Term loans
- ◆ Demand loans
- ◆ Leases

Equity Financing

Equity financing is a method of financing in which a company issues shares of its stock and receives money in return. Venture capital, a popular form of equity financing is used to finance high-risk, high-return businesses.

Types of Venture Capital

- ◆ Private venture capital partnerships
- ◆ Investment banking firms
- ◆ Individual private investors, known as angels, can be friends and family
- ◆ Small Business Investment Corporations (SBICs)

Questions to ask your lender

Have you worked with other business owners in my related industry?

What recommendations do you have for my business' needs?

What information will be required to apply for the recommended solution?

Can you please explain the process and give me a timeframe?

Resources for Business Planning

- ◆ Canada Business (Government of Canada)

www.canadabusiness.ca

- ◆ The Canadian Youth Business Foundation (CYBF)

www.cybf.ca/

- ◆ The Business Development Bank of Canada (BDC)

www.bdc.ca

- ◆ The Small Business Internship Program www.ic.gc.ca/sbip

- ◆ Community Futures Development Corporations (CFDCs)

www.ontcfdc.com

www.muskokafutures.ca

- ◆ Small Business Enterprise Centre (SBECS)

http://www.gov.on.ca/en/business_program

Your Charter Bank 's website offers additional small business resources