Accessing Capital for Small Business Growth

5 Essential Steps, from a CPA’s Perspective:

01 Relationships
Form relationships with sources of capital before you need the capital. Whether you’re looking for debt or equity capital, give yourself a time advantage by making those connections now.

There’s nothing like knowing in advance who you will call when the need arises.

02 Business Plan
Have a clear business plan with as much financial detail as possible. The more detailed you can make your model, the more confident investors will be in getting a return on their investment, and the more willing they will be to invest.

Investors gain comfort from your expertise about your business. Show it to them!

03 Stay Current
Keep up-to-date on industry trends and factor them into your plans. Show your investors you are aware of news and trends impacting your industry, and have plans in place for any eventuality.

Know how to be either proactive OR reactive to events, depending on how things go.

04 Financial Statements
Maintain accurate, timely financial statements. A basic balance sheet and income statement show you (and your investors) where you’ve been and where you are, financially.

Identify and focus on the key Performance Indicators (KPIs) – what they are, what they mean, and what to do about them.

05 Advisory Board
Build an Advisory Board for your business and your executive team able to provide guidance and advisement that is constructive, not just critical.

Whether your advisors are paid or unpaid, do what it takes to develop them into a valuable resource committed to your success.