

# FUNDING THE DREAM

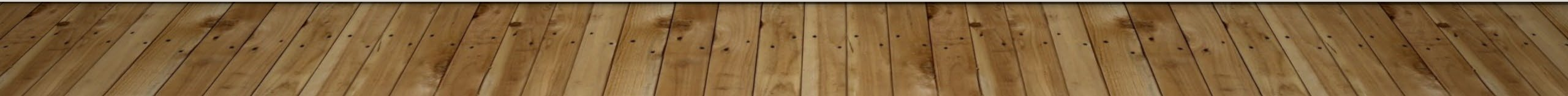
## STRATEGIES FOR SMALL BUSINESS FINANCIAL SUCCESS

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JULIA RICHARDSON, SVP AND GENERAL COUNSEL - RETIREMENT, BENEFITS & COMPENSATION, RAYMOND JAMES FINANCIAL

MANAGER/PARTNER – RESTAURANT FRANCHISE OWNER

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BEFORE WE  
BEGIN...  
LET'S FIND  
OUT MORE

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# WHERE ARE YOU AT IN THE SMALL BUSINESS OWNER JOURNEY?

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- (a) Information Gathering
- (b) 1-5 years in business
- (c) 6-15 years in business
- (d) over 15 years
- (e) other

Polling Results

# QR CODE FOR POLLING QUESTION

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# ARE YOU A SINGLE OWNER OR HAVE PARTNERS?

- 
- (a) Single Business Owner
  - (b) One Partner
  - (c) One or more partners
  - (d) Not Applicable



Polling Results

# QR CODE FOR POLLING QUESTION

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# HAVE YOU EXPERIENCED A FINANCIAL EMERGENCY?

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- (a) Yes
- (b) No

Polling Results



# FUNDING SOURCES

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- **Personal Funding**
- **Family & Friends**
- **Individual Investors**
- **Crowd-Funding**
- **Angel Investors**
- **SBA Micro-Loans**
- **Small Business Grants**
- **Venture Capital**



# 4 Key Questions To Continually Ask



**What is your  
business?**



**How will you  
make decisions?**



**How will you  
operate?**



**Do you understand  
the risks?**

# What is your business?



**Business Concept**



**Owner/Owners**



**Goal**



**Business Plan**



**Finding the Funding**

# How will you make decisions?



**Ownership**



**Roles/Responsibilities**



**Legal Structure**



**Finding the Funding**

**How will/do  
you operate?**



**Running the Business**



**Day to Day**



**Long-term Strategy**



**Finding the Funding**



**Are you  
prepared?**



**Unexpected in Business**



**Unexpected in Personal Life**



**Outside Forces**



**Finding the Funding**

# Other considerations beyond finding the funding...



Growth



Scaling Back



Shutting the  
Doors



Succession  
Planning

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# THANK YOU

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