

MAKE THE CONNECTIONS THAT GROW YOUR BUSINESS

CAPITAL PATHWAYS

BUSINESS INFORMATION PACKET

The Capital Pathways program offers minority business owners the opportunity to gain access to capital and network with prime contracting and procurement agencies to secure procurement contracts to expand their business.

Business Information Packet includes samples and documents to prepare a winning pitch or plan

- Capability Statement
- Company Overview (services provided and unique capabilities, provide marketing materials as available)
- Certifications / Licenses
- List of Subcontract Projects and Awards
- Personal Financial Statement
- Current Year Business Financial Statements (P&L, Cash Flow, Balance Sheet - compiled or reviewed)
- Prior Year Business Tax Return (excluding worksheets)
- Prior Year Personal Tax Return (excluding worksheets)
- Business Principal(s) Resume or Summary of Management Experience (one page)
- Pitch Deck / Business Plan (highlights problem you're solving, how funds will be used, market potential, competition, exit strategy)
- Keep it simple, Ask for the Money, Keep it Current

Business Benefits

- **Grow your Customer Base:** Provides the opportunity to enlarge your customer base into local, state or national markets
- **Purchase Equipment:** Improve your operations and generate more revenue with new equipment
- **Hire New Employees:** Invest in your employees, your most valuable resources
- **Business Expansion:** Give your business the ability to expand to its current location or acquire another one



U.S. BLACK CHAMBERS, INC.
Community Economic Development Corporation

www.capitalpathways.com



SAMPLE PITCH DECKS AND BUSINESS PLAN TIPS

Keep it simple: All entrepreneurs spend countless hours “in the weeds” thinking about every last detail about their business. But, for an investor pitch, less information is better than too much. You want your slides to be simple, convey highlevel ideas, and leave room for questions. Simple and straight-forward presentations always do better than detailed presentations full of bullets.

Skip the bullets: Speaking of bullets, skip them. Slides full of bullet points are boring and don't help tell a story. Try and use large fonts and limit the number of words on each slide. Use images wherever possible to help tell your story and build an emotional attachment to your ideas.

Tell a story: Don't just talk about the facts. Instead, focus on grabbing interest and getting your audience excited. Your deck doesn't need to be the complete guide to your business. It just needs to generate interest so you can move on to the next step. One of the best ways to do that is to tell stories about how your customers use your product, how they currently experience problems that need to be solved, and how your company will make the lives of your customers better.

Keep your presentation short: Make sure you have plenty of time for questions, demos, and discussion about your business idea. If you have a one-hour meeting, aim for your presentation to take 20-30 minutes.

Don't overstate the market opportunity: Instead of top-down forecasts where you “only need to get one percent of a huge market” to be successful, focus on bottom-up forecasts where you detail your expectations for how you're going to acquire customers. If you already have data on how an early version of your product is selling, use those numbers to help drive the rest of your forecast.

Ask for the money: Yes, it's a slide in the presentation deck above, but entrepreneurs sometimes forget to ask for the money. When you ask, it's very important to be able to intelligently discuss how the money will be used. Your detailed financial forecasts should also take an influx of cash into account.

Keep your deck current: Fundraising takes time. You'll likely pitch your company many, many times before you get an investment. As legend has it, Pandora pitched more than 300 VC firms before getting investment. Assuming you're working to build your company while you pitch to raise money, make sure that you keep your deck up-to-date with your latest progress, roadmaps, and so on. There's nothing worse than presenting an out-of-date deck to potential investors.

Send your deck as a PDF: You'll almost always be asked to either send your pitch deck ahead of time to investors or to leave a copy behind. If this happens, don't send Powerpoint or Keynote files. Instead, send a PDF. This means that anyone who looks at the deck will see it as you intended with your chosen fonts and styles.

Your deck needs to be able to stand alone without your presentation: Your pitch deck will always be better when you present it, but it should ideally be able to tell some of your story without you being there to tell it. Investors might want to flip through the deck again after you're done with your presentation and it needs to have enough content that the deck can stand alone and communicate some of your core ideas.



PERSONAL FINANCIAL STATEMENT 7(a) / 504 LOANS AND SURETY BONDS

OMB APPROVAL NO.: 3245-0188
EXPIRATION DATE: 01/31/2018

U.S. SMALL BUSINESS ADMINISTRATION

As of _____, _____

SBA uses the information required by this Form 413 as one of a number of data sources in analyzing the repayment ability and creditworthiness of an application for an SBA guaranteed 7(a) or 504 loan or a guaranteed surety.

Complete this form for: (1) each proprietor; (2) general partner; (3) managing member of a limited liability company (LLC); (4) each owner of 20% or more of the equity of the Applicant (including the assets of the owner's spouse and any minor children); and (5) any person providing a guaranty on the loan

Return completed form to:

For 7(a) loans: the lender processing the application for SBA guaranty

For 504 loans: the Certified Development Company (CDC) processing the application for SBA guaranty

For Surety Bonds: the Surety Company or Agent processing the application for surety bond guaranty

| | | | |
|--|-----------------|---|-----------------|
| Name | | Business Phone | |
| Home Address | | Home Phone | |
| City, State, & Zip Code | | | |
| Business Name of Applicant | | | |
| ASSETS | (Omit Cents) | LIABILITIES | (Omit Cents) |
| Cash on Hand & in banks | \$ _____ | Accounts Payable | \$ _____ |
| Savings Accounts | \$ _____ | Notes Payable to Banks and Others (Describe in Section 2) | \$ _____ |
| IRA or Other Retirement Account (Describe in Section 5) | \$ _____ | Installment Account (Auto) Mo. Payments | \$ _____ |
| Accounts & Notes Receivable (Describe in Section 5) | \$ _____ | Installment Account (Other) Mo. Payments | \$ _____ |
| Life Insurance – Cash Surrender Value Only (Describe in Section 8) | \$ _____ | Loan(s) Against Life Insurance | \$ _____ |
| Stocks and Bonds (Describe in Section 3) | \$ _____ | Mortgages on Real Estate (Describe in Section 4) | \$ _____ |
| Real Estate (Describe in Section 4) | \$ _____ | Unpaid Taxes (Describe in Section 6) | \$ _____ |
| Automobiles (Describe in Section 5, and include Year/Make/Model) | \$ _____ | Other Liabilities (Describe in Section 7) | \$ _____ |
| Other Personal Property (Describe in Section 5) | \$ _____ | Total Liabilities | \$ _____ |
| Other Assets (Describe in Section 5) | \$ _____ | Net Worth | \$ _____ |
| Total Assets | \$ _____ | *Total Liabilities & Net Worth | \$ _____ |
| | | <i>*Must equal total in assets column.</i> | |
| SECTION 1. Source of Income | | Contingent Liabilities | |
| Salary | \$ _____ | As Endorser or Co-Maker | \$ _____ |
| Net Investment Income | \$ _____ | Legal Claims & Judgments | \$ _____ |
| Real Estate Income | \$ _____ | Provision for Federal Income Tax | \$ _____ |
| Other Income (Describe below)* | \$ _____ | Other Special Debt | \$ _____ |
| Description of Other Income in SECTION 1. | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| *Alimony or child support payments should not be disclosed in "Other Income" unless it is desired to have such payments counted toward total income. | | | |

SECTION 2. Notes Payable to Banks and Others. (Use attachments if necessary. Each attachment must be identified as part of this statement and signed.)

| Names and Addresses of Noteholder(s) | Original Balance | Current Balance | Payment Amount | Frequency (monthly, etc.) | How Secured or Endorsed Type of Collateral |
|--------------------------------------|------------------|-----------------|----------------|---------------------------|--|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

SECTION 3. Stocks and Bonds. (Use attachments if necessary. Each attachment must be identified as part of this statement and signed.)

| Number of Shares | Name of Securities | Cost | Market Value Quotation/Exchange | Date of Quotation/Exchange | Total Value |
|------------------|--------------------|------|---------------------------------|----------------------------|-------------|
| | | | | | |
| | | | | | |
| | | | | | |
| | | | | | |

SECTION 4. Real Estate Owned. (List each parcel separately. Use attachment if necessary. Each attachment must be identified as a part of this statement and signed.)

| | Property A | Property B | Property C |
|--|------------|------------|------------|
| Type of Real Estate (e.g. Primary Residence, Other Residence, Rental Property, Land, etc.) | | | |
| Address | | | |
| Date Purchased | | | |
| Original Cost | | | |
| Present Market Value | | | |
| Name & Address of Mortgage Holder | | | |
| Mortgage Account Number | | | |
| Mortgage Balance | | | |
| Amount of Payment per Month/Year | | | |
| Status of Mortgage | | | |

SECTION 5. Other Personal Property and Other Assets.

(Describe, and, if any is pledged as security, state name and address of lien holder, amount of lien, terms of payment and, if delinquent, describe delinquency.)

SECTION 6. Unpaid Taxes. (Describe in detail as to type, to whom payable, when due, amount, and to what property, if any, a tax lien attaches.)

SECTION 7. Other Liabilities. (Describe in detail.)

SECTION 8. Life Insurance Held. (Give face amount and cash surrender value of policies – name of insurance company and Beneficiaries.)

I authorize the SBA/Lender/Surety Company to make inquiries as necessary to verify the accuracy of the statements made and to determine my creditworthiness.

CERTIFICATION: (to be completed by each person submitting the information requested on this form)

By signing this form, I certify under penalty of criminal prosecution that all information on this form and any additional supporting information submitted with this form is true and complete to the best of my knowledge. I understand that SBA or its participating Lenders or Certified Development Companies or Surety Companies will rely on this information when making decisions regarding an application for a loan or a surety bond. I further certify that I have read the attached statements required by law and executive order.

Signature _____

Date _____

Print Name _____

Social Security No. _____

Signature _____

Date _____

Print Name _____

Social Security No. _____

NOTICE TO LOAN AND SURETY BOND APPLICANTS: CRIMINAL PENALTIES AND ADMINISTRATIVE REMEDIES FOR FALSE STATEMENTS:

Knowingly making a false statement on this form is a violation of Federal law and could result in criminal prosecution, significant civil penalties, and a denial of your loan or surety bond application. A false statement is punishable under 18 U.S.C. §§ 1001 and 3571 by imprisonment of not more than five years and/or a fine of up to \$250,000; under 15 U.S.C. § 645 by imprisonment of not more than two years and/or a fine of not more than \$5,000; and, if submitted to a Federally-insured institution, a false statement is punishable under 18 U.S.C. § 1014 by imprisonment of not more than thirty years and/or a fine of not more than \$1,000,000. Additionally, false statements can lead to treble damages and civil penalties under the False Claims Act, 31 U.S.C. § 3729, and other administrative remedies including suspension and debarment.

PLEASE NOTE: The estimated average burden hours for the completion of this form is 1.5 hours per response. If you have questions or comments concerning this estimate or any other aspect of this information, please contact Chief, Administrative Branch, U.S. Small Business Administration, Washington, D.C. 20416, and Clearance officer, paper Reduction Project (3245-0188), Office of Management and Budget, Washington, D.C. 20503. PLEASE DO NOT SEND FORMS TO OMB.



SAMPLE BUSINESS PLAN AND PITCH DECK

Garrett's Bike Shop



We offer high-quality biking gear for families and regular people, not just gearheads.

Our Opportunity

Problem worth solving

It's hard to buy a good bike in this town without being an "insider" cycling expert.

Our solution

Garrett's is a snob-free zone where regular people can get top notch gear and expert advice.



Market size: \$6.7M

Target Market

- Young families 54% (\$2M)
- College students 19% (\$700K)
- Trail enthusiasts 19% (\$3.5M)
- Commuters 8% (\$450K)

| Competitors | How our solution is better |
|-------------------|--|
| Local bike shops | Welcoming, family-friendly space |
| Big-box retailers | Higher quality gear and expert advice |
| Online retailers | Ability to test drive and local repair |

Funding Needed

\$100K

We'll use this money to complete construction on our brick and mortar store and to supplement revenue for the first month.

This is not an offer to sell or a solicitation of any offer to buy any securities.

Sales and Marketing

Sales channels

We sell bicycles and accessories directly to customers through our bike shop. We also sell via our online store and at special bike enthusiast events.

Marketing activities

Our shop will host a grand opening with bike info, prizes, giveaways and great deals. In addition, we'll host social media pages and attend outdoor enthusiast trade shows.

- * Keep It Short.
- * Know Your Audience
- * Executive Summary
- * Company Overview
- * Products and Services
- * Target Market
- * Marketing/Sales Plan
- * Milestones/Metrics
- * Management Team
- * Financial Plan



SAMPLE CAPABILITY STATEMENT

Company Name

P:

F:

We are proud to be an Equal Employment Opportunity and Affirmative Action employer, including females, minorities, protected Veterans, and those with a disability.

CAPABILITY STATEMENT

Short Company Overview – One Paragraph

List Specialties – See Sample

Accountant, Accounting Clerk, Accounts Payable/Receivable, Billing Clerk, Bookkeeper, Compensation Analyst, CPA, Payroll Professionals, Senior Accountant, Tax Accountant

List Specialties – See Sample

Administrative Assistant, Claims Examiner/ Processor, Clerk, Data Entry, File Clerk, Human Resources Assistant, Management Assistant, Receptionist, Typist, Underwriter

Customer Service – See Sample

Account Representative, Call Center Operations, Customer Service Representative, Customer Service Specialist, Enrollment Representative, Provider Claims Representative

Executive Placement

Chief Executive Officer, Chief Financial Officer, Chief Operating Officer, Director, Vice President

Information Technology

Business Analyst, CISSP Professionals, Database Support, EHR Implementation Specialist, Engineers, Help Desk Support, HRIS Analyst, Network Engineers & Technicians, System Analyst

Management

Human Resources Manager, Lean Six Sigma Consultants, Office Manager, Product Manager, Recruitment Manager, Tax Manager

For additional information about

capabilities,

please contact our office at:

or email us at EMAIL ADDRESS:

Visit our website at:

to learn more.

Company Information

TIN:

DUNS:

CAGE Code:

GSA Contract NO.:

GSA Certification:

Contract Expiration:

NAICS Codes:

561320 Temporary Help Services (Primary)

561110 Office Administrative Services

561311 Employment Placement Agencies

561312 Executive Search Services

561499 All Other Business Support Services

List Certifications:

Business References

List companies you've performed services here:



SAMPLE INCOME STATEMENT

Note: This is similar (NOT identical) to what you will do when you normalize your company's income statement and balance sheet

| | Year 2015 Information | | | Year 2016 Information | | | % Increase 1999 to 2000 Annual |
|------------------------------|-----------------------|-----------------|-------------|-----------------------|----------------|-------------|--------------------------------------|
| | Monthly Average | Annual | Normalized | Monthly Average | Annual | Normalized | |
| Income: | | | | | | | |
| Base Salary | 4800 | 57600 | 83% | 4000 | 48000 | 80% | 20% |
| Bonuses/Consulting | 1000 | 12000 | 17% | 1000 | 12000 | 20% | 0% |
| Total Income | 5800 | 69600 | 100% | 5000 | 60000 | 100% | 16% |
| Expenses/Taxes: | | | | | | | |
| Taxes, etc. | 1740 | 20880 | 30% | 1500 | 18000 | 30% | 16% |
| Mortgage Payment | 1000 | 12000 | 17% | 1000 | 12000 | 20% | 0% |
| Car Payment | 500 | 6000 | 9% | 400 | 4800 | 8% | 25% |
| Credit Card/Other Pay | 200 | 2400 | 3% | 200 | 2400 | 4% | 0% |
| Utilities | 500 | 6000 | 9% | 500 | 6000 | 10% | 0% |
| Gas for Car | 78.48 | 941.76 | 1% | 65.4 | 784.8 | 1% | 20% |
| Savings | 870 | 10440 | 15% | 500 | 6000 | 10% | 74% |
| Food, Misc. | 800 | 9600 | 14% | 800 | 9600 | 16% | 0% |
| Total Expenses | 5688.48 | 68261.76 | 98% | 4965.4 | 59584.8 | 99% | 15% |
| Budget "Profit/Slack" | 111.52 | 1338.24 | 2% | 34.6 | 415.2 | 1% | 222% |

Jane Doe's Normalized Personal "Balance Sheet"

Assets

| | | | | | |
|-----------------------------|---------------|-------------|---------------|-------------|------------|
| Cash | 5000 | 1% | 5000 | 1% | 0% |
| Securities | 60000 | 10% | 50000 | 9% | 20% |
| Retirement Plans/401k | 115000 | 19% | 100000 | 19% | 15% |
| Food/Personal | 6000 | 1% | 5000 | 1% | 20% |
| Total Current Assets | 186000 | 31% | 160000 | 30% | 16% |
| Fixed Assets | | | | | |
| Car | 40000 | 7% | 30000 | 6% | 33% |
| Other Insurable Assets | 50000 | 8% | 45000 | 8% | 11% |
| Household Property | 100000 | 17% | 100000 | 19% | 0% |
| House | 220000 | 37% | 200000 | 37% | 10% |
| Total Fixed Assets | 410000 | 69% | 375000 | 70% | 9% |
| Total Assets | 596000 | 100% | 535000 | 100% | 11% |

Liabilities & Equity:

Liabilities:

| | | | | | |
|-----------------------------------|---------------|-------------|---------------|-------------|------------|
| Credit Card/Other debt | 8000 | 1% | 5000 | 1% | 60% |
| Student Loan | 7000 | 1% | 8000 | 1% | -13% |
| Car Loan | 35000 | 6% | 20000 | 4% | 75% |
| Home Mortgage Balance | 140000 | 23% | 150000 | 28% | -7% |
| Total Liabilities | 190000 | 32% | 183000 | 34% | 4% |
| Equity: | | | | | |
| | 406000 | 68% | 352000 | 66% | 15% |
| Total Liabilities + Equity | 596000 | 100% | 535000 | 100% | 11% |



Sample Multiple-Step Income Statement

**Income Statement
For the Year Ended December 31, 2016**

| | |
|---|-------------------|
| Sales | \$ 1,480,000 |
| Cost of goods sold | <u>600,000</u> |
| Gross profit | <u>880,000</u> |
| Operating expenses: | |
| Selling | 100,000 |
| Administrative | <u>220,000</u> |
| Total operating expenses | <u>320,000</u> |
| Income from operations | <u>560,000</u> |
| Other revenue and (expense): | |
| Interest revenue | 35,000 |
| Interest expense | (15,000) |
| Dividend revenue | 15,000 |
| Infrequent or unusual gains | 9,000 |
| Infrequent or unusual losses | <u>(4,000)</u> |
| Total other revenue and expense | <u>40,000</u> |
| Income before income taxes | 600,000 |
| Income taxes | <u>208,000</u> |
| Income from continuing operations | <u>392,000</u> |
| Discontinue operations: | |
| Income from operations, less income tax of \$24,800 | 54,000 |
| Loss on disposal, less income tax of \$41,000 | <u>(90,000)</u> |
| Total discontinued operations | <u>(36,000)</u> |
| Income before extraordinary item and cumulative effect of accounting change | 356,000 |
| Extraordinary item, less income tax of \$23,000 | (45,000) |
| Cumulative effect of accounting change, net of income tax of \$30,900 | <u>(60,000)</u> |
| Net income | <u>\$ 251,000</u> |
| | |
| Earnings per common share: | |
| Income from continuing operations | \$ 3.92 |
| Discontinued operations, net of tax | <u>(0.36)</u> |
| Income before extraordinary item and cumulative effect | 3.56 |
| Extraordinary item, net of tax | (0.45) |
| Cumulative effect of accounting change, net of tax | <u>(0.60)</u> |
| Net income | <u>\$ 2.51</u> |

Weighted Average Shares outstanding = 100,000



SAMPLE BALANCE SHEET

(In millions, except number of shares which are reflected in thousands and par value)

| | <u>September 27, 2014</u> | <u>September 28, 2013</u> |
|---|-------------------------------|-------------------------------|
| ASSETS: | | |
| Current assets: | | |
| Cash and cash equivalents | \$ 13,844 | \$ 14,259 |
| Short-term marketable securities | 11,233 | 26,287 |
| Accounts receivable, less allowances of \$86 and \$99, respectively | 17,460 | 13,102 |
| Inventories | 2,111 | 1,764 |
| Deferred tax assets | 4,318 | 3,453 |
| Vendor non-trade receivables | 9,759 | 7,539 |
| Other current assets | <u>9,806</u> | <u>6,882</u> |
| Total current assets | 68,531 | 73,286 |
| Long-term marketable securities | 130,162 | 106,215 |
| Property, plant and equipment, net | 20,624 | 16,597 |
| Goodwill | 4,616 | 1,577 |
| Acquired intangible assets, net | 4,142 | 4,179 |
| Other assets | <u>3,764</u> | <u>5,146</u> |
| Total assets | <u>\$ 231,839</u> | <u>\$ 207,000</u> |
| LIABILITIES AND SHAREHOLDERS' EQUITY: | | |
| Current liabilities: | | |
| Accounts payable | \$ 30,196 | \$ 22,367 |
| Accrued expenses | 18,453 | 13,856 |
| Deferred revenue | 8,491 | 7,435 |
| Commercial paper | <u>6,308</u> | <u>0</u> |
| Total current liabilities | 63,448 | 43,658 |
| Deferred revenue – non-current | 3,031 | 2,625 |
| Long-term debt | 28,987 | 16,960 |
| Other non-current liabilities | <u>24,826</u> | <u>20,208</u> |
| Total liabilities | <u>120,292</u> | <u>83,451</u> |
| Commitments and contingencies | | |
| Shareholders' equity: | | |
| Common stock and additional paid-in capital, \$0.00001 par value; 12,600,000 shares authorized; 5,866,161 and 6,294,494 shares issued and outstanding, respectively | 23,313 | 19,764 |
| Retained earnings | 87,152 | 104,256 |
| Accumulated other comprehensive income/(loss) | <u>1,082</u> | <u>(471)</u> |
| Total shareholders' equity | <u>111,547</u> | <u>123,549</u> |
| Total liabilities and shareholders' equity | <u>\$ 231,839</u> | <u>\$ 207,000</u> |



SAMPLE RESUME

NAME

ADDRESS

PHONE NUMBER

EMAIL ADDRESS

TITLE

OVERVIEW OF QUALIFICATIONS - ONE PARAGRAPH

Recent Accomplishments

- Successfully oversaw the start-up and development of this wireless company from \$0 to \$70 million in revenue with 700 employees.
- Spearheaded the successful acquisition of a \$60 million Philips R & D unit resulting in improved capacity for developing innovative wireless products.
- Developed an on-going future business plan and secured \$40 million in both institutional and strategic financing during difficult economic conditions.
- Established critical partnerships with high-level industry leaders such as Philips, INTEL, ST, Marvel, Openwave, Conexant, Microsoft, Flextronics, and Elcoteq.

Professional Experience

COMPANY NAME

Title

Time Period

- Description of Duty
- Description of Duty

Next Role

Time Period

- Description of Duty
- Description of Duty
- Description of Duty

Education

Highest Degree

School Name, City, State

Next Degree or High School

School Name, City, State



SAMPLE LIST OF PROJECTS AND AWARDS

Prime Contractor(s): _____

Subcontract: _____

Award Amount: \$ _____

Project Name: _____

Type of Work Performed: _____

Prime Contractor(s): _____

Subcontract: _____

Award Amount: \$ _____

Project Name: _____

Prime Contractor(s): _____

Subcontract: _____

Award Amount: \$ _____

Project Name: _____

Prime Contractor(s): _____

Subcontract: _____

Award Amount: \$ _____

Project Name: _____