

WORKSHOP 2 WORKSHEET

Funding Ready

Know your number, know your next steps.

BEFORE YOU BEGIN

This is a learning tool, not an evaluation. No one is scoring you today. Answer what feels useful, skip what doesn't, and share only what you want to share — with a rep, with a table neighbor, or with no one at all. There's no wrong place to be starting from.

Short on time tonight? Prioritize Sections 1, 2 (Row 1 only), 4, and 5 — you can finish the rest as homework or with an advisor at your table.

1

KNOW YOUR WHY: GOALS & RESOURCES

Before you put a number on your funding ask, get clear on what your business actually needs to do for you. This shapes everything that follows.

Which personal goals does your business need to serve? (check all that apply)

- ☐ Legacy — something to build and pass on
- ☐ Annual income — consistent, livable income now
- ☐ Long-term wealth — building assets and equity over time
- ☐ Impact — making a difference for customers or community

In your own words, what is your goal? _____

What resources do you need to achieve your financial goal in 2027? (check all that apply)

- ☐ Equipment or machinery
- ☐ Inventory or materials
- ☐ Real estate or property
- ☐ Working capital / day-to-day cash flow
- ☐ Hiring or payroll
- ☐ Marketing or advertising
- ☐ Technology or software
- ☐ Renovations or build-out
- ☐ A vehicle
- ☐ Refinancing existing debt
- ☐ Established relationships with funders

YOUR INFO

Name (optional): _____

Business name: _____

RANK YOUR TOP 3 RESOURCE NEEDS

#1 _____

#2 _____

#3 _____

2 CALIBRATE YOUR ASK

Now that you've named your goals and the resources that get you there, let's put a number on it. Do Row 1 now, with help from an advisor or funder at your table — Rows 2 and 3 are yours to finish tonight if you have time, or as homework.

EXAMPLE: New equipment · \$3,500 · 2 months · Grant · "Lets us triple order capacity, adding roughly \$18K/year."

Resource needed	Amount needed	Timeline	Funding type(s)	How this drives profit

Which funding types feel like they could fit your business right now? (check all that apply)

- ☐ Debt (loan, line of credit, character-based lending)
- ☐ Equity / angel investment
- ☐ Crowdfunding
- ☐ Grants
- ☐ Not sure yet — and that's a fine place to start

See tonight's funding glossary handout for definitions of each type and typical uses by business stage.

3 COMMUNICATE YOUR VISION (FIRST DRAFT)

The same business story can land differently depending on who's listening. This isn't about changing what's true — it's about knowing which parts of your story to lead with. Write a first draft now. You'll sharpen it after talking with tonight's funders in Section 6.

Which funder(s) are you preparing to approach? _____

What does this funder care about most (growth, community impact, repayment ability, innovation)? Ask them if you're not sure.

In 2–3 sentences, tell your business's story in a way that speaks to what this funder cares about.

The one number or fact that makes your story credible: _____

4

KNOW YOUR STRENGTHS & NEXT STEPS

Every funding type looks for something a little different. Rate where you are today in each area — this isn't a report card, it's a starting point.

Financial Fundamentals <i>cash flow records, projections, bookkeeping</i>	Just starting 1 2 3 4 5 Solid footing	One strength I already have: _____
Credit Profile <i>personal + business credit history</i>	Just starting 1 2 3 4 5 Solid footing	One strength I already have: _____
Growth Story & Pitch <i>can you explain your traction and vision clearly</i>	Just starting 1 2 3 4 5 Solid footing	One strength I already have: _____
Community Proof <i>customers, pre-sales, social reach, referrals</i>	Just starting 1 2 3 4 5 Solid footing	One strength I already have: _____
Funder Relationships <i>real connections with lenders, investors, or grant officers who know your business</i>	Just starting 1 2 3 4 5 Solid footing	One strength I already have: _____
Mission & Outcome Fit <i>how your work aligns with grant priorities</i>	Just starting 1 2 3 4 5 Solid footing	One strength I already have: _____

A closer look at Financial Fundamentals

This is the area business owners tell us matters most day-to-day — worth a specific next step, not just a rating.

One financial record I don't currently have organized: _____

Who or what could help me organize it (bookkeeper, app, template, mentor):

5

YOUR TAKEAWAY

The goal(s) I'm funding for: _____

A target number I'm working toward: \$ _____

Funding type(s) that could fit me now: _____

Funding type(s) I want to grow into: _____

One question I still have: _____

6

NOTES FROM TONIGHT'S FUNDERS

Capture what you learn as you talk with the funders and advisors at your table tonight. Use these notes to sharpen your pitch in Section 3 and plan your next move.

Funder name	What they look for	How I match	My next action

7

BEFORE NEXT TIME

A few small, concrete steps between now and Workshop 3 — pick what makes sense for you, not all of it.

- ☐ Revise your Section 3 pitch using what you learned from tonight's funders
- ☐ Finish Rows 2 and 3 of your Calibrate Your Ask table for your other top resources
- ☐ Pull your free credit report at annualcreditreport.com
- ☐ Gather your last 3 months of business bank statements
- ☐ List 3 people (customers, partners, community members) who could speak to your track record
- ☐ Bring this worksheet to Workshop 4 office hours for 1:1 support on your next step

This worksheet is yours to keep. You are not required to share it with anyone today.