

SMALL BUSINESS CONTINUITY FUND

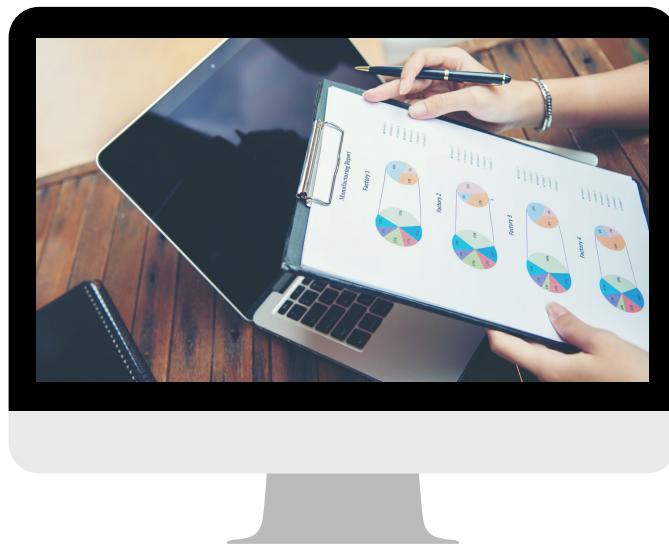


TECHNICAL ASSISTANCE PROGRAM

PURPOSE

The Continuity Fund is an emergency loan for small businesses located in the Piedmont Triad region of North Carolina. In addition to funding, to other outlets will be provided.

Piedmont Business Capital sees a major need for local businesses to improve their infrastructure with technology, organization systems, and record keeping. The Technical Assistance Program will help to walk applicants through the loan process via web based training to expedite the process and ensure that recipients have a more balanced structure to their businesses.



WEBINAR TRAINING

Webinar Training will be held live and as an on-demand viewing option. PBC will recommend additional training that other resource partners provide.

How to complete the Application

- Uploading Documents
 - How to create a PDF file
- Creating Excel Spreadsheets for Expenses

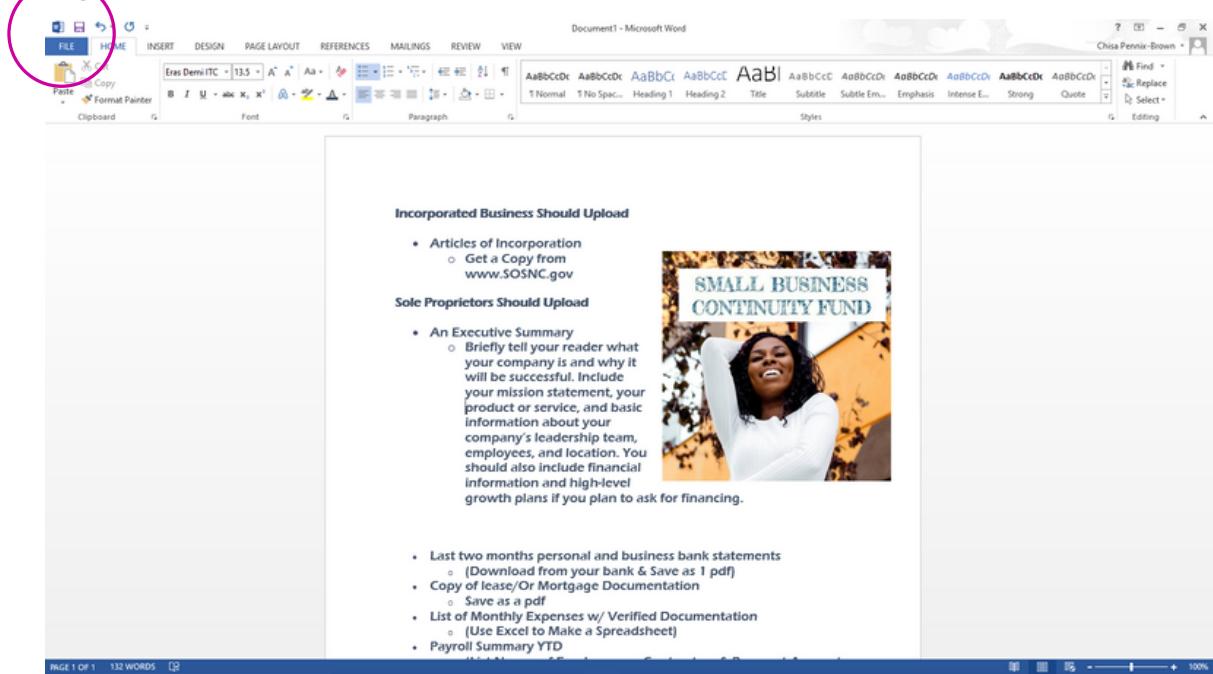
Federal Financial Loan Options

Weekly Business Evaluation

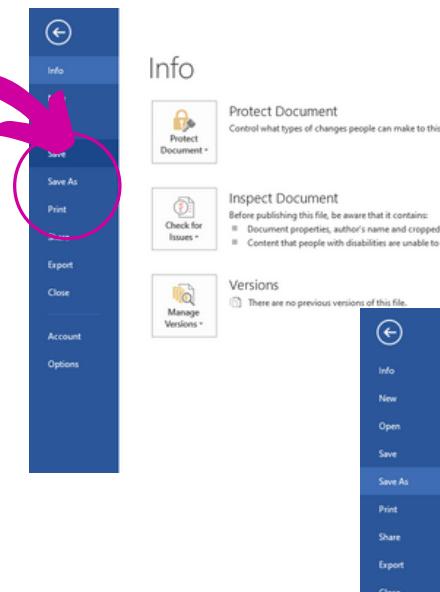
SMALL BUSINESS CONTINUITY FUND

HOW TO SAVE AS A PDF

1 FILE EX: USING MICROSOFT WORD



2 SAVE AS



3 COMPUTER



4 THEN
CHOOSE
WHERE TO
SAVE THE FILE

SBA LOAN INFORMATION

Businesses may apply for both the EIDL & PPP loans but may not use the funds for the same expenses or costs. Some businesses may choose to use the EIDL loan to pay for accounts payable and interest on debt occurred and the PPP loan for payroll, rent, and utilities. Just note that the information listed may change in the coming days or weeks.

SBA ECONOMIC INDUSTRY DISASTER PROGRAM

EIDL & EIDL \$10,000 Grant (Economic Injury Disaster Loan)

This is the Economic Injury Disaster Assistance Loan with the option to request a \$10k grant that is forgivable in the same application.

The 15 minute streamlined application is here. Application is not completed through your local lender and is directly administered by the SBA. Processing is currently estimated at 8-21 days.

Eligible businesses to apply include:

500 or fewer employees Sole proprietorship (with or without employees or as independent contractors and 1099's)

Proceeds can be used for:

- Payroll
- Rent
- Utilities
- Interest on debt occurred
- Accounts payable
- Some bills that could have been paid had the disaster not occurred

SBA PAYCHECK PROTECTION PROGRAM

The Paycheck Protection Program was passed through the CARES Act and allows for loans up to \$10 million for businesses up to 500 employees.

Forgivable if used for payroll (minimum of 75% of funds received) and the remaining for certain operating expenses, payroll, mortgage interest, rent and utility costs incurred during the 8 week period starting from loan origination.

Eligible businesses to apply include:

- 500 or fewer employees
- Sole proprietorship (with or without employees or as independent contractors and 1099's)

If your bank is not accepting PPP applications, you can try one of the following banks:

- [Radius Bank](#)
- [Ready Capital](#)
- [Kabbage](#)
- [Lendlo](#)
- [Fundera](#)
- [Credibly](#)

*This is not an endorsement of these lending institutions but we have been made aware that they are offering PPP loans to non-customers.

RESOURCE MATERIALS

Resource Materials will be provided as digital downloads for all clients.

Local Resource Partner Grant & Loan List

- Small Business Center Network
- SCORE Mentors
- NC Women's Business Centers
- Chambers of Commerce
- Elon Law Clinic

Business Forms

- Budget
 - Weekly Budget
 - Monthly Budget
- Expense Tracker
- Income Statement
- Cash Flow Statement

Business Apps

- Payment Processing Systems
 - PayPal
 - Square
 - CashApp
 - Stripe
- Accounting Software Options
 - QuickBooks
 - Wave Accounting



RESOURCE PARTNERS

Small Business Center Network

The Small Business Center Network, comprised of 58 Small Business Centers throughout North Carolina, supports the development of new businesses and the growth of existing businesses by being a community-based provider of training, counseling, and resource information. Confidential counseling services and access to resource libraries are free of charge. Some seminars and workshops require a minimal registration fee. Services provided by the Small Business Center Network can be customized to suit your specific business needs.

SCORE Mentors

For over 50 years, SCORE has served as America's premier source of free business mentoring and education. As a resource partner of the U.S. Small Business Administration (SBA), SCORE has helped more than 11 million entrepreneurs through mentoring, workshops and educational resources since 1964.

SBTDC

The NC Small Business and Technology Development Center provides 1 on 1 counseling and can help navigate financial documents and apply for a loan.

Business Link NC (BLNC)

BLNC is a free service for anyone seeking to start a small business in North Carolina.

PTAC

NC Procurement and Technical Assistance Center (PTAC) educates business owners on how to obtain contracts by providing comprehensive assistance in selling products and services to local, state and federal government agencies.

NC Military Business Center

The NC Military Business Center (NCMBC) leverages military and other federal business opportunities to expand the economy, grow jobs and improve quality of life in North Carolina.

Elon Law Clinic

Elon Law's clinical programs put legal theory into practice, providing students with essential lawyering skills through casework management, research, writing, client interaction and courtroom advocacy, while also helping individuals in need.

WOMEN'S BUSINESS CENTERS

The Women's Business Centers offer tools and support to women-owned and women-led business to assist in establishing businesses, stabilizing companies, generating sustainable profits, strategizing for future growth and contributing to the growth and economic development of the community.

Women's Business Center of Charlotte
9115 Harris Corners Parkway
Suite 440
Charlotte, NC 28269
(704) 509-5884
wbc-charlotte@TheInstituteNC.org

Women's Business Center of North Carolina
114 West Main Street
2nd Level
Durham, NC 27701
(919) 956-8889
wbcnc@TheInstituteNC.org

Mountain Biz Works
153 S. Lexington Avenue
Asheville, NC 28801
(828) 253-2834
info@mountainbizworks.org

Western Women's Business Center
1465 Sand Hill Rd
Candler, NC 28715
(828) 633-5065 x 101
wwbc@carolinasmallbusiness.org





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CHAMBERS OF COMMERCE

Greensboro Chamber of Commerce
111 W. February One Place
Greensboro, NC 27401
336.387.8301
www.Greensboro.org

The Greensboro Chamber of Commerce is the largest business organization in the community serving more than 1,000 member businesses through programming designed to help them succeed and grow. A partner in the Guilford County Economic Development Alliance, the Chamber also serves as Greensboro's primary economic development organization, with special emphasis placed on community and entrepreneurial advancement through Action Greensboro and Launch Greensboro.

Business High Point Chamber of Commerce
1634 N. Main Street
High Point, NC 27262
info@bhpchamber.org
336.882.5000
BHPChamber.org

Business High Point - Chamber of Commerce was founded in August 2015 through a merger of the High Point Chamber of Commerce and the High Point Partners, a private economic development group. The High Point Chamber of Commerce was established in 1919 and is excited to exist in such a meaningful and relevant way today.

Guilford Merchants Association
225 Commerce Place
Greensboro, NC 27401
info@mygma.org
(336) 378-6350
MyGMA.org

The Guilford Merchants Association is a business membership organization focused on supporting member companies with educational programming, lead generation activities, marketing opportunities, and overall enrichment while serving as a catalyst for community growth and prosperity. GMA is comprised of approximately 1000 members throughout the Triad.

HUB/MWBE CERTIFICATION

Access Center for Equity + Success

486 Patterson Avenue
Suite 241
Winston-Salem, NC 27101
Hasani@AccessWS.org

#AccessWS helps minority- and woman-owned business enterprises (MWBEs) thrive equitably by providing access to resources, technical support, contract opportunities, and financing.

HUB Certification

Office for Historically Underutilized Businesses
1336 Mail Service Center
Raleigh, North Carolina 27699-1336
Fax: 919-807-2335E
-mail: HUBOffice.DOA@doa.nc.gov

MWBE Certification

The Minority and Women-owned Business Enterprise (MWBE) Program is specifically designed to advocate and facilitate business growth and provide opportunities for historically underutilized businesses.

To become a state-certified M/WBE business, you must:

- Demonstrate at least 51 percent ownership, management, and control on a day-to-day basis by a woman or minority, including African-American, Hispanic, Native American
- Complete a detailed application
- Provide ample documentation to support the claim of a minority- or woman-owned business
- Be available for a personal interview or site visit, if requested.

BUSINESS APPS

PayPal.com

- PayPal.me
- Accept Credit Cards
- Invoicing
- Membership Subscriptions
- Credit for Your Customers
- Loans

SquareUp.com

- Accept Credit Cards
- ECommerce
- Gift Cards
- Invoicing
- Point of Sale Systems

Cash.App

Send & Receive Money

Stripe.com

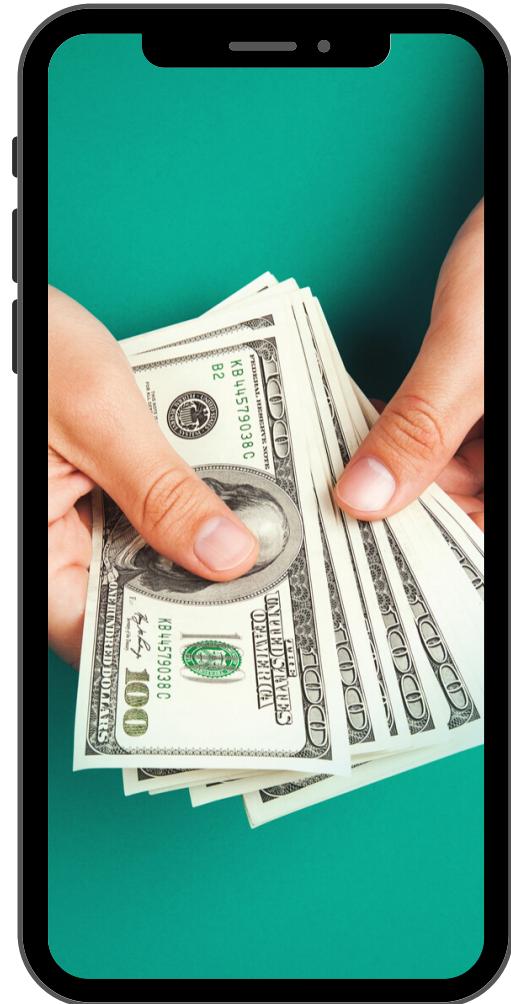
- Accept Credit Cards
- Invoicing
- Membership Subscriptions

Quickbooks

- Multiple users
- Track income &
- Expenses Capture
- Organize receipts
- Maximize tax deductions
- Mileage tracking
- Invoice & accept payments

WaveAccounting

Wave's easy-to-use accounting software can connect your bank accounts, sync your expenses, balance your books, and get you ready for tax time.



LEAN STARTUP

You might prefer a lean startup format if you want to explain or start your business quickly, your business is relatively simple, or you plan to regularly change and refine your business plan. Lean startup formats are charts that use only a handful of elements to describe your company's value proposition, infrastructure, customers, and finances. They're useful for visualizing tradeoffs and fundamental facts about your company.

KEY PARTNERSHIPS

List the other businesses or services you'll work with to run your business. Think about suppliers, manufacturers, subcontractors and similar strategic partners.

KEY ACTIVITIES

List the ways your business will gain a competitive advantage. Highlight things like selling direct to consumers, or using technology to tap into the sharing economy.

KEY RESOURCES

List any resource you'll leverage to create value for your customer. Your most important assets could include staff, capital, or intellectual property. Don't forget to leverage business resources that might be available to women, veterans, Native Americans, and HUBZone businesses.

VALUE PROPOSITION

Make a clear and compelling statement about the unique value your company brings to the market. Customer relationships Describe how customers will interact with your business. Is it automated or personal? In person or online? Think through the customer experience from start to finish.

CUSTOMER SEGMENTS

Be specific when you name your target market. Your business won't be for everybody, so it's important to have a clear sense of who your business will serve.

CHANNELS

List the most important ways you'll talk to your customers. Most businesses use a mix of channels and optimize them over time.

COST STRUCTURE

Will your company focus on reducing cost or maximizing value? Define your strategy, then list the most significant costs you'll face pursuing it. Revenue streams Explain how your company will actually make money. Some examples are direct sales, memberships fees, and selling advertising space. If your company has multiple revenue streams, list them all.

REVENUE STREAMS

Explain how your company will actually make money. Some examples are direct sales, memberships fees, and selling advertising space. If your company has multiple revenue streams, list them all.

[VISIT PIEDMONTBUSINESSCAPITAL.ORG & CLICK 1 PAGE BIZ PLAN](http://PIEDMONTBUSINESSCAPITAL.ORG)

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LEAN CA

PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	UNFAIR ADVANTAGE	CUSTOMER SEGMENTS
Lost power due to a government shutdown.	Offer a portable solution for heat - generators.	Simple, clean, compact heating system. Our units work well and efficiently and safely, giving solutions.	Similar to the current market, it's expensive or required.	Our target customer is someone who wants to stay warm and comfortable.
COST STRUCTURE	REVENUE STREAMS	CHANNELS	KEY METRICS	ENEMY ANALYSIS
Costs include: Initial Purchase of unit, Fuel costs.	Our revenue streams will come from sales.	Our main channel is selling online.	Our key metrics are: Total Sales, Total Profit.	Our main competitor is your local hardware store.

Lean Canvas

Version 6.0 (2018) Lean canvas under a Creative Commons license



WEEKLY/MONTHLY BUDGET

\WEEK/MONTH OF _____

AMOUNT IN SAVINGS ACCT _____

AMOUNT IN BILLS ACCT _____

AMOUNT IN SPEND ACCT _____

AMOUNT IN SAVINGS ACCT _____

WEEKLY SPENDING MONEY _____

INCOME

WEEK 1 _____

WEEK 2 _____

\WEEK 3 _____

\WEEK 4 _____

PAYEE	AMOUNT
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
7. _____	\$ _____
8. _____	\$ _____
9. _____	\$ _____
10. _____	\$ _____
11. _____	\$ _____
12. _____	\$ _____
13. _____	\$ _____
14. _____	\$ _____
15. _____	\$ _____
16. _____	\$ _____
17. _____	\$ _____
18. _____	\$ _____
19. _____	\$ _____
20. _____	\$ _____

**SMALL BUSINESS
CONTINUITY FUND**

INCOME STATEMENT

COST DESCRIPTION

VARIABLE COSTS	FIXED COST \$	VARIABLE COST (%)
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Cost of Goods Sold
Inventory
Raw Materials
Direct Labor
(Includes Payroll Taxes)

FIXED COSTS

Salaries (Includes Payroll Taxes)	_____
Supplies	_____
Repairs & Maintenance	_____
Advertising	_____
Car, Delivery & Travel	_____
Accounting & Legal	_____
Rent	_____
Telephone	_____
Utilities	_____
Insurance	_____
Taxes	_____
Interest	_____
Depreciations	_____
Other	_____
Other	_____
Other	_____
Miscellaneous Expenses	_____
Principle Portion of Debt Payment	_____
Owner's Draw	_____

TOTAL FIXED COSTS \$ _____

TOTAL VARIABLE
COSTS \$ _____

BREAK EVEN
SALES LEVEL = \$ _____

BREAK EVEN ANALYSIS

COST DESCRIPTION

VARIABLE COSTS	FIXED COST \$	VARIABLE COST (%)
----------------	---------------	-------------------

Cost of Goods Sold
Inventory
Raw Materials
Direct Labor
(Includes Payroll Taxes)

FIXED COSTS

Salaries (Includes Payroll Taxes)	_____
Supplies	_____
Repairs & Maintenance	_____
Advertising	_____
Car, Delivery & Travel	_____
Accounting & Legal	_____
Rent	_____
Telephone	_____
Utilities	_____
Insurance	_____
Taxes	_____
Interest	_____
Depreciations	_____
Other	_____
Other	_____
Other	_____
Miscellaneous Expenses	_____
Principle Portion of Debt Payment	_____
Owner's Draw	_____

TOTAL FIXED COSTS \$ _____

TOTAL VARIABLE
COSTS \$ _____

BREAKEVEN
SALES LEVEL = \$ _____

GIG ECONOMY BUSINESSES

Searching online job marketplaces is one of the best ways to find freelance work, and there are literally dozens of online marketplaces.

Here are some of the top ones for finding gigs:

Fiverr

A good place for entry-level work, because most jobs only pay around \$5-\$10

Flexjobs

Over 55 different job categories and they vet employers, does have a fee to use

Freelancer.com

Lots of technology and creative jobs

Upwork

Similar to the jobs you'll find on Freelancer

TaskRabbit-

Best for one-off type jobs like cleaning houses, running errands, etc.

Gigster

Mainly focus on IT and software development gigs

Guru

Job listings for everything from legal services, architects, and web developers

Lyft & Uber

Driver Rideshare Service

PRICING STRATEGY

The goal is for you to work smarter, not harder. That means your pricing structure is linked to your ability to pay yourself, re-invest in your business, and stick around for the long term.

You should consider each of these important factors within your pricing process:

1. The cost of your materials & supplies - basically, your cost of goods made. This is the obvious one that we usually remember to consider, but don't make the mistake of stopping here!
2. Your time & labor
3. The costs of running your business, other than just the costs of materials – This is the factor we often forget. So many costs go into keeping your business running! A lot of times the markup we include for profit (#4) ends up being eaten up by our other business expenses, before it ever becomes profit. Thus, we end up with a bank account balance of zero and no money to pay ourselves.
4. A markup for profit – This builds in the ability to both re-invest in your business and pay yourself.

(supply costs) x profit markup + overhead rate + labor rate = price