



Find Your Funding Path

A STEP-BY-STEP GUIDE TO MATCHING YOUR OPTIONS WITH YOUR NEEDS

If you're looking for funding to realize your business goals, then you have many options. Yet, how do you compare the different sources of funding, and what combination of resources fits your needs?

At Women's Enterprise Centre, we know that women take a thoughtful approach to lending, so this resource is designed to help you answer many key questions about your business and your funding needs.

This worksheet takes you through five key steps to finding your funding path:

- Step 1: Set Your Destination
- Step 2: Explore Different Routes
- Step 3: Gear Up
- Step 4: Plan Your Path
- Step 5: Celebrate!

At the end, you will have a clear idea of where you want to go and what funding options will help you get there!

Would you like assistance to explore your options?

We're here to help!

Connect with us wec.ca/BusinessLoans, call 1.800.643.7014 or email clientservices@womensenterprise.ca to learn more about funding options or access helpful resources.



STEP 1: SET YOUR DESTINATION

1. What are your business growth goals?

2. Why do you need funding?

e.g., to hire more team members, develop a new product or service, expand to new markets, take the business to the next level, etc.

3. Have you completed a financial forecast?

- Yes No



STEP 2: EXPLORE DIFFERENT ROUTES

1. How much funding do you think you need?

Now: _____

In the future (next 12-24 months): _____

2. What options are you considering? How will they fit together?

e.g. 50% debt / 50% equity

- Debt | Percentage: _____
- Equity | Percentage: _____
- Grants | Percentage: _____
- Other (specify below)
 - Source 1: _____ | Percentage: _____
 - Source 2: _____ | Percentage: _____
 - Source 3: _____ | Percentage: _____

3. What connections do you need to make?

4. What is your value?

e.g. Valuation, terms, vision, traction, sales

5. What value are you seeking?

e.g. Money, connections, expertise, support

6. Who are your ideal funders?

ie. Values, characteristics, experience, market



STEP 3: GEAR UP

1. What are your customer acquisition and sales goals?

2. What is your timeline? When do you need the capital?

**3. Do you have the resources you need to move forward?
What gaps do you have?**

e.g. Team, legal, accounting, marketing, etc.

4. Have you invested in your business?

I.e., Do you have equity in the business, or another form of credit or security?



STEP 4: PLAN YOUR PATH

1. How will you move forward?

| RESOURCES | | |
|-----------------------------|-------------------------|----------|
| What do you need? | How will you access it? | By when? |
| | | |
| | | |
| | | |
| NETWORKS | | |
| Who do you need to talk to? | Who will connect you? | By when? |
| | | |
| | | |
| | | |

2. Who will support you?

3. What is holding you back, if anything?



STEP 5: CELEBRATE!

1. How will you celebrate?