

Loan Presentation Packet

Ever present in most businesses; is the need to secure funding. And, in today's banking environment this process needs to be approached in a professional business-like manner. Your company's first impression is everything; so it's critical your presentation paints a clear understanding of your business' situation. It should clearly state where the business has been; and what's the vision for the future. It should be typed, bound, and graphic illustrations should be employed where applicable. Here is a suggested information flow.

Summary Outline Checklist:

Done	What Needs to be Discussed
_____	I. COVER PAGE [list name, funding request, date and presented to, presented by]
_____	II. TABLE OF CONTENTS [provide easy reference for reader's convenience]
_____	III. PROPOSAL [explain what's the deal]
_____	<ul style="list-style-type: none">• Who is seeking funds [state who are the funds for]• How much is needed [state how much is needed & the structure of the request]• Purpose of money [state what the money is for]• Method and terms of repayment [state primary & secondary sources of repayment]• Available collateral and/or guarantors [identify collateral being pledged]

Done

What Needs to be Discussed

IV. HISTORY AND NATURE OF THE BUSINESS

_____ [tell your story, state why business makes sense]

- Description of business
_____ [describe what you do, why, & how, paint the vision]
- Mission Statement
_____ [state your mission, what are to attempting to accomplish]
- Ownership Structure
_____ [explain the ownership structure]
- Key Officers & Directors
_____ [identify key people, backgrounds, & responsibilities, also list advisors]
- Products/Services
_____ [identify products/services and the needs they satisfy]
- Industry Status
_____ [identify current status of industry sector and its forecasted future]

V. MARKETING OVERVIEW

_____ [explain how you market your products/services, explain competitive advantage]

- Description of product/services being offered
_____ [define products/services offered and state why there is a need for them]
- Description of market
_____ [list and describe your customers, suppliers, competitors, etc.]
- Marketing strategy
_____ [state your marketing strategy and define your competitive advantage]
- Pricing strategy
_____ [state how you defined pricing strategy and list comparable products and/or services]
- Economic overview
_____ [identify market conditions, local & national]

Done

What Needs to be Discussed

VI. MANAGEMENT DESCRIPTION

_____ [identify management team and explain why they are the right people]

- Principals
_____ [identify principals and explain why they're qualified]
- Key management personnel
_____ [list key managers and state why they're qualified]
- Organizational chart
_____ [provide organizational chart and explain reporting structure]
- Directors & Advisors
_____ [list directors and qualifications and provide list of professional advisors]
- Bank relationship
_____ [identify bank relationship and list products/services used]
- Employees
_____ [list # of employees and define skill sets provided]
- Operations
_____ [explain how you operate and how your team gets the job done]
- Research & Development
_____ [explain R&D if needed, explain what keeps you relevant]
- Areas of concern
_____ [list any areas of concern and how are you going to address]

VII. FINANCIAL INFORMATION

_____ [provide overview of financial conditions for the last 3-5 years and projected future]

- Historical performance
_____ [provide overview of financial performance for last 3-5 years]
- Assumptions
_____ [define assumptions for the future and explain their logic]
- Projected income statements
_____ [project income statement for next 3 years]
- Projected balance sheets
_____ [project balance sheet requirements needed to support sales projections]

Done

What Needs to be Discussed

- _____ • Projected cash flow documents
[project cash flow based on projected income and balance sheet statements]
- _____ • Projected ratio analysis
[project ratios based on projected financial performance]
- _____ • Break even analysis
[provide break even analysis/compare to actual & projected performance]
- _____ • Fixed asset purchases
[provide a list of contemplated fixed asset purchases and their verification]

VIII. APPENDIX

- _____ [provide any supporting information that furthers your cause]
- _____ • Principal resumes/Financial statements
[provide resumes & historical financial statements]
- _____ • Personal budget
[provide personal budget that separates personal & business life]
- _____ • Business/bank references
[provide references to substantiate your plan]
- _____ • Job descriptions
[provide job descriptions for key functions and who fulfills that capacity]
- _____ • Projected cash flow documents
[project cash flow based on projected income and balance sheet statements]
- _____ • Partnership/Buy-Sell agreement
[provide entity documentation and how disputes, dissolution will be handled]
- _____ • Leases/contracts
[provide copies of any contractual agreements the company has committed]
- _____ • Equipment list
[provide a list of all company fixed assets]

If you are submitting your request to a bank, credit union, or a potential investor for the first time, present 2-3 copies of your presentation. Also, present different case scenarios in your financial section; one that illustrates what the company is going to do, what might happen, and what hopefully won't happen.