



How to Make Funding More Accessible to SMBs



Navigating the Funding Journey

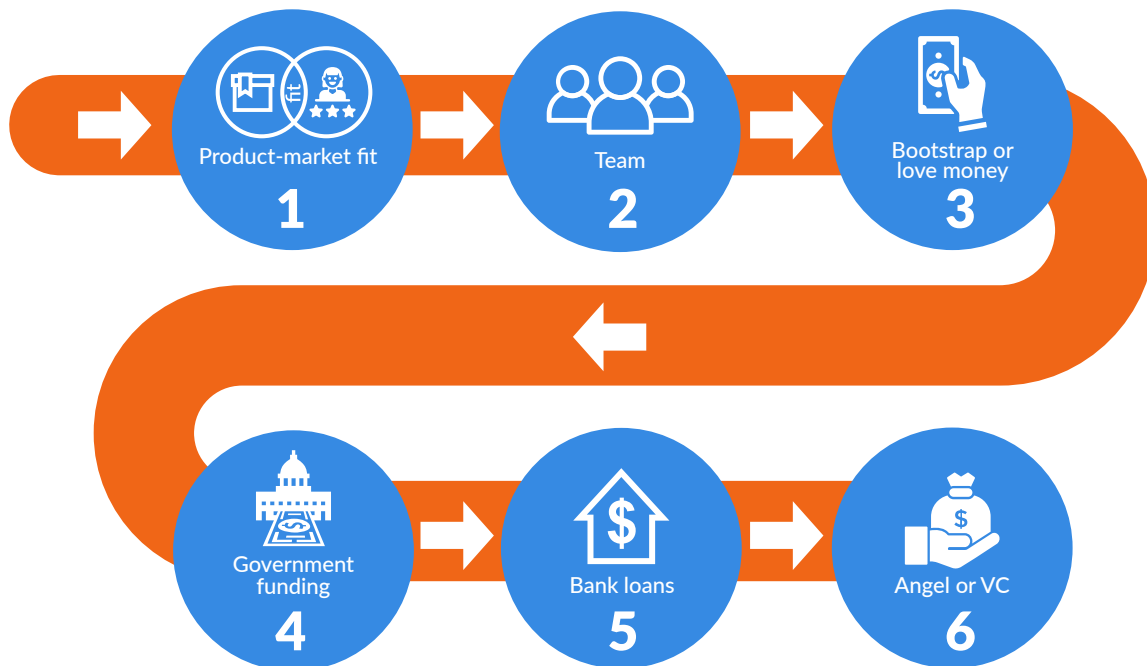


Business-support organizations like yours work hard to anticipate the needs of local small-and-medium-size business (SMB) owners and offer them the best possible guidance, information and resources. You are always looking for efficient ways to deliver greater value knowing that your clients can flourish or fail based on your advice. If labor-intensive funding searches are currently part of your service offering, Fundica's highly efficient, cost-saving technology solution could be a game changer for your organization—and for your clients.

Securing funding is the biggest challenge for small business owners, who often struggle to formulate an organized, efficient approach to finding funding. Some owners do not know where to start looking for funds, others are simply unaware of the types of funding that exist, and many ultimately choose unnecessarily expensive financing options.

To help business owners successfully navigate their funding journey, Fundica has developed a six-step funding flow chart for managing the transition from no funding to fully financed.

The Essential Six-Step Funding Flow Chart



The top half of the flow chart shows the three pre-funding steps.

1. Ensure that the business can offer a *commercially viable product* in an accessible and sufficiently large market.
2. Assemble a *core team* with the skills needed to operate the business.
3. Gather some “*cash-in-hand*” to cover short-term survival and funding search expenses before looking for external funding. The initial “cash-in-hand” will generally come from personal savings, side hustles (bootstrapping), or “love money” from family and friends.

These steps can be fairly inexpensive, depending on the nature of the business.

Once the owner has determined that the business makes sense and can survive the funding process, they can focus on raising the necessary funds to maintain and grow their business. These are the next three steps in the funding journey.

4. Search for *government funding*. Most business owners should investigate government programs before considering any other financing options because they offer the cheapest and least burdensome funding. Government funding may include grants, tax credits, government loans, and government loan guarantees. Eligibility for government programs will depend on industry, location, needs, and other factors. Having recently benefited from COVID relief funds, many business owners already know that lucrative government programs exist and must not be overlooked. **Taking a few minutes to identify relevant government funding should be an automatic step for all businesses.**
5. Explore *debt financing*. Business owners should only take on private debt when they are unable to secure sufficient government funding as this will burden them with loan repayment and interest payments.
6. Consider *equity financing*—but only if it is absolutely necessary because this dilutes both profits and control of the business.
7. The funding journey is a lot like the game of Monopoly: players must go around the board (following these steps) in order to pass Go and collect money. There are no shortcuts to profitability so **a systematic and intelligent approach to funding the business is crucial for long-term success.**

The Value of the Fundica Solution



As you may know, business owners can be overwhelmed by the seemingly endless number of government programs they need to navigate to find relevant funding. However, your business-support organization can use the Fundica funding search engine to eliminate this major pain point. **With our funding search solution effortlessly branded to your website, local business owners can easily identify, organize and apply for the most relevant government funding available, based on their profile and needs.**

Our solution will allow your organization to truly empower business owners from all demographics and backgrounds. In fact, our funding search solution automatically discovers relevant funding programs for underrepresented entrepreneurs (like individuals from the women, black, indigenous, youth, LGBTQ2+, immigrant, people with disabilities, other visible minorities, low income, rural, students, recent graduate, and veteran communities) thus **naturally supporting diversity, equity and inclusion.**

As business owners set up their profile on the Fundica-driven page of your website, our underlying technology automatically captures and enables visualization of the business firmographics for new clients, prospects and turndowns alike. Using Fundica's built-in analysis tools, **you can segment, prioritize and act on business owners coming to the website,** and also understand the dollar amount sought by business owners, the volume of loans sought, and the overall funding activity and volume attributable to them.

Offering business owners free access to a comprehensive platform of government funding programs will make your business-support organization **the local one-stop destination for government funding** and likely the first place business owners go for any funding or advice. This will organically attract other small and medium-sized businesses (SMBs) looking for funding. Adopting our funding search technology will not only speed up service to business owners but also help your business-support organization operate more efficiently.

Case Study

Let's look at an example. Consider a very small business-support organization that currently employs four funding advisors (\$5,000 per month each) to respond to general funding queries and a marketing coordinator (\$6,000 per month) to provide relevant content to business owners. Two of the funding advisors and the marketing coordinator could be replaced with Fundica, providing a savings of \$16,000 per month less the cost of our solution, while automatically providing hyper-personalized funding advice and content in real time at scale.

<i>Funding Advisor</i>	X 2	10,000
<i>Marketing Coordinator</i>		<u>6,000</u>
<i>Total savings per month</i>		\$16,000
<i>Total value per year</i>		\$192,000

The value of our solution adds up to \$192,000 per year for this small organization

For business-support organizations of all sizes, the cost-saving benefit of using Fundica is many times greater than its cost, providing a strong return on investment (ROI).

In Summary

Along their funding journey, many business owners struggle to find relevant government funding. By adding the Fundica solution to your website, you enable them to easily identify and apply for the most relevant government funding available. In addition, you will benefit through tremendous cost savings, inclusion of underrepresented groups, actionable data on SMBs, and greater website traffic as the trusted one-stop funding destination. Plus, **with no IT integration required, you can achieve a positive ROI in just weeks.**

How our Turnkey Solution Works

Fundica is an AI-powered funding search engine designed to enable your business-support organization to help business owners easily find relevant government funding. Our solution is entirely self-contained, requiring no IT integration. Fundica features comprehensive, up-to-date funding content and search tools for the business owners in your community, as well as powerful back-end firmographics and analytics that you can use to learn more about these online visitors looking for funding.

After Fundica's technology goes live on your website, local business owners will be able to create a free account in less than a minute, allowing them to view a wide range of funding opportunities. They can filter these opportunities by entering their geographic location, number of employees, industry, and other criteria. Our system only shows a curated list of applicable funding opportunities, placing the best matches at the top of the list.

Every time a prospect logs in and searches for funding, you gain actionable insight into their needs and objectives. Within the system, you can see basic account information, programs viewed, key characteristics of each user's business, and more. Your sales and marketing team can use this valuable data to conduct audience research, develop personas, create targeted campaigns, follow users, and reach out directly to prospects who want to be contacted.

Book a Demo

Start democratizing access to funding and developing new business today.

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