

B.I.G Conference

Rural Entrepreneurship and Agricultural Diversification

1-19-05

**Gerald W Popp: Community Bank Group
President,**

Extraco Banks

Question: Where Is The Money?

**Answer: It is Where ever You Can Find It At a
Price/Rate You Can Afford.**

Diverse Group/Audience

***Playing 20 (or more) questions.**

What?

How?

Where?

When?

Why?

Although Everyone's "Venture" is different, we all still have to answer a few basic questions:

Where Is the Money Primarily

Deals with the “How”

*How are You Proposing To Finance This Venture?

A Lot

Information
Required

A Little

Own Funds	Family & Friends	Credit Cards	Suppliers Trade Credit	Traditional Bank	Credit Enhancement (SBA, FSA)
--------------	---------------------	-----------------	---------------------------	---------------------	-------------------------------------

Information required to support/ justify request depends on the lender.

Information:

- **None**

- **Plan on a Napkin**
(this has worked for a lot of people)

- **Financial Statements**
 - * **New** **Pro-Forma's**

 - * **Existing** **Historical**

- **Business Plan**
 - * **A summary of what you need**
to get you from where you are now,
Point "A", to where you want to be,
Point "B".

A Couple of Other Basic Questions:

* What am I really risking by doing this?

- Wealth
- Health
- Marriage

Can get better.

“old Risk/Reward Ratio”

* Given my financial picture does this make sense
for me?

health
age
attitude
marriage
etc.,

Resources:

Internet

Banker

SBA – Small Business Administration

Small Business Development Center

FSA – Farm Services Agency

Local Chamber of Commerce

Mentor

Remember:

Fail to Plan – Plan to Fail.