

Welcome to the webinar:

The first five things you should do with a business loan



Helping Small Businesses Grow...

Today's Presenter

Moderator



Peter Thorsson,
Business Development
Palo Alto Software,
maker of LivePlan and Bplans.com



Peter Thorsson leads Business Development work for Palo Alto Software, maker of LivePlan, where he crafts strategic partnerships that help entrepreneurs succeed. Peter has also started and sold a successful business with revenues over \$1MM, directed Strategic Partnerships for Nickelodeon and Comedy Central, organized local Startup Weekend events, and judged business competitions for Rice, Princeton, Notre Dame, and others. As a volunteer, Peter is the President of the Board of Directors for Committed Partners for Youth in Lane County, formerly Big Brothers Big Sisters of America

Speaker



Rohit Arora,
CEO and Co-Founder of Biz2Credit



Rohit Arora, CEO and co-founder of Biz2Credit, is one of the country's leading experts in small business finance. Since its founding in 2007, Biz2Credit has arranged \$1 billion in small business loans and has helped literally thousands of entrepreneurs. For his efforts to help others and his pioneering business model, Rohit Arora was named Crain's NY Business "Entrepreneur of the Year 2011." Rohit is an often quoted expert on small business lending for major news media, including: New York Times, The Wall St. Journal, Bloomberg, Entrepreneur, American Banker, CNNMoney, MSNBC, Inc., and Washington Post

Agenda

- About Palo Alto
- About Biz2Credit
- First five things you should do with a business loan
- Resources



Bplans.com has everything you need to start planning and growing your business today.

Bplans Small Business Loan Resource Center:

Find the best business loan options available for your business

http://www.bplans.com/business_loans/



Tweet the #BizLoans hashtag during the webinar for your chance to win a \$15 gift card

Biz2Credit in a few words...



Biz2Credit is an online marketplace that equips small and medium size businesses with tools needed to **analyze their financial health** and equips banks with the tools to more efficiently manage their small business lending process. Proprietary technology streamlines the loan application process and connects borrowers to lenders using a patented credit algorithm.

Biz2Credit in a few words...

Top Entrepreneurs 2011



Buck Ennis

Biz2Credit

Founders: Rohit and Ramit Arora

While working for Deloitte Consulting, Rohit Arora discovered that small business loans made up banks' most profitable portfolios, and that those serving ethnic-owned firms had the fewest defaults.

Armed with these pieces of information—and a longtime desire to start a company with his brother, Ramit—he canvassed his Indian compatriots in the small business and banking communities in Jackson Heights, Queens, about their financial needs.

What he got was an earful about many immigrants' lack of understanding of the U.S. banking and credit systems, and their dim view of loan applications as cumbersome, time-consuming and futile.

In response, the brothers developed Biz2Credit, an immigrant-friendly online operation that eases

- Funded over **\$1 Billion** to date
- Over **1,200 lenders** on our platform, including 50+ micro-lenders
- Has direct reach to over **1.6 million** small and medium sized business owners

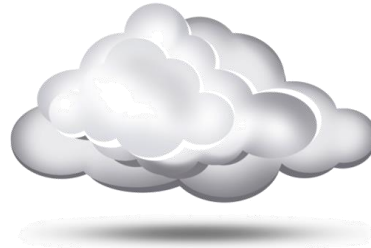
To fix the fundamental problem in the market today

SMALL BUSINESS OWNERS



- What product is best for me?
- Where do I go?
- Am I getting the best rate?
- Process too cumbersome

LACK OF TRANSPARENCY



REJECTED

BANKS & OTHER LENDERS



- How do I find good borrowers?
- How risky are they?
- How do I retain customers?
- How do I manage declines?
- Process too cumbersome

Biz2Credit is the solution



The small business lending landscape is complicated



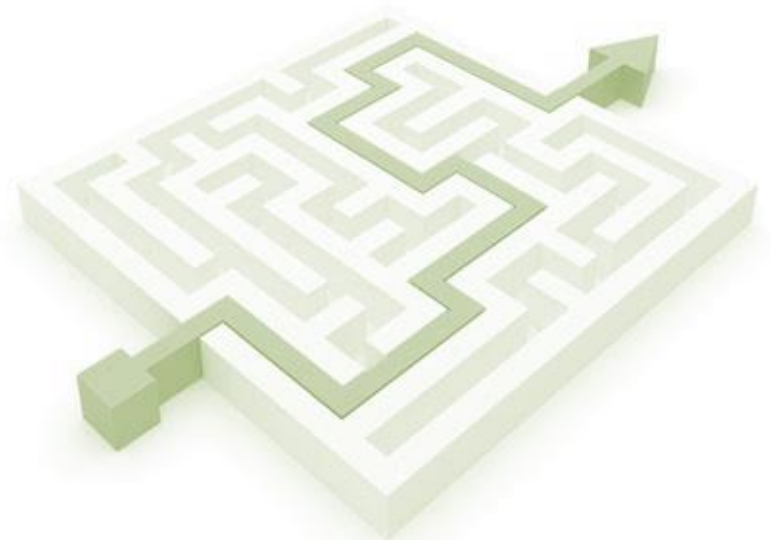
Importance of Smart Goals

Smart Goals are:



#5 Business Plan

- Are you going in the right direction?
- How are you going to run your business?
- Do you have a financial forecast?
- Have you set specific objectives for managers?



#4 Repayment Plan

- Don't borrow till you have a repayment plan in place
- Figure out how you are going to repay the money you have borrowed
- Work out repayment frequency (daily, weekly)
- Work with platforms that give you repayment flexibility



#3 Timeline

- The money you borrow is not going to last forever
- Figure out when and why you would need more money



#2 Build Business Credit

- Start building business credit
- Each repayment on time helps build business credit thus helping you get more money down the line
- Ensure utilities are in the company's name
- Do not make late payments



#1 Be Responsible

- Do not settle personal debts- settle only those that you took for business
- Do not buy personal real estate
- Spend company money only when relevant to your business
- The loan proceeds should be spent only for growth of the business



Biz2Credit Resources

- BizAnalyzer-<http://www.biz2credit.com/business-essentials/biz-analyzer>
- DocVault
- Knowledge Center
- <http://www.biz2credit.com/knowledge-center>
- Small Business Lending Index
<http://www.biz2credit.com/small-business-lending-index>



Summary:

- Make smart goals
- Have a business plan in place
- Put together a repayment plan
- Create and follow a timeline
- Build Business Credit
- Be Responsible
- Biz2Credit Resources



Questions ?