

PREPARING FOR A BUSINESS LOAN

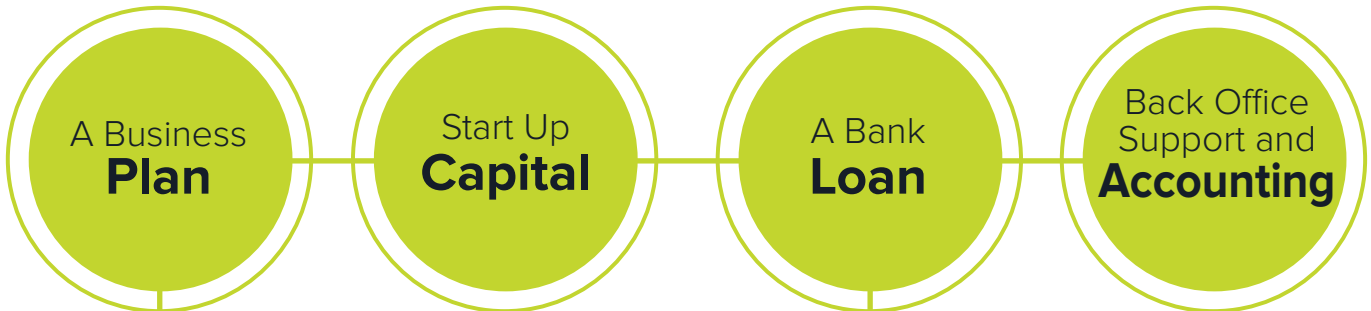
START UP BUSINESS



You're ready to break out and start a new business. Congratulations!

INB's Business Solutions team can help you with some of the capital you will need to start a new business - Easy.

→ **When you start a new business you need:**



Preparing to get a business loan

"I need to borrow some money."

Working with a bank is really about creating a relationship.

We want to get to know more about you, your goals and your business plans.

Your Business Plan

This should include several key ingredients:

The **projected revenue** and expenses for three years

Help us understand **why you will succeed**

Help us understand your **competitors**

Help us understand the **risks you may have**

Explain your **sales model**, how you will price your products or services, and how this compares with competitors

Your business **references**; these are people you have worked with that know your expertise

The **5 C's** - Getting to know you.

These questions help us get to know you a bit better.

Character

Measured by credit history and the general reputation of the business owner

Cash Flow

Enough cash coming in regularly to fund all of your cash needs

Capital (Cash)

Equity or cash that you have contributed toward the business or project

Collateral

Assets that will secure the loan such as real estate or equipment

Conditions

Local and national economic conditions that may affect the business

