

Is Your Company Fundable?

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FEEDBACK AND SUGGESTIONS, PLEASE

New Capital

Two reasons expansion capital is critical to small businesses trying to take their company to the next level

"The vast majority of small business owners who create companies of real value for themselves and their families, beyond just a paycheck, will at some point need to raise expansion capital."

— Michael Bissonnette

Reason #1. Non-debt funding, without the burden of interest and having to repay the principal, gives you massive competitive advantages over your competitors:

You can hire world-class people.

For budget reasons, most small businesses have to compromise on important key positions. They nickel-and-dime on salaries ... hire part-time staff when they really need full-time ... or resort to hiring consultants, who are hard to hold accountable.

With capital, you can bring on the best person with exactly the expertise you're looking for, even hiring the best away from a competitor or bringing in someone from a totally different industry. Hiring highly experienced and talented individuals can take your business to a whole new level just by upgrading certain members of your team.

Capital allows you to fund the three biggest revenue engines of your business:

- Sales and marketing.
- Expansion with new stores, into new market segments or channels of distribution, or expansion into new regional, national or international territories.
- New products or services for your current marketplace or breakthrough products for other markets altogether.

Conclusion:

By enabling you to hire key world-class players and fund new revenue drivers, non-debt funding would be a game changer for your business—and most likely double or triple your sales in less than three years.

The alternative? Without funding you may end up working 10 to 12 hours a day, not being able to delegate confidently to the right people, and making less money with more stress than if you worked for someone else. Even worse, if you're like 95% of small businesses, you will either go out of business, or you won't be able to sell your company, and at the end have nothing to show for the years of work and stress.

Reason #2. Lack of capital is a primary reason for keeping companies bogged down in small business purgatory

In Greek mythology Sisyphus was compelled to roll an immense boulder up a hill, only to watch it roll back down, and to repeat this action forever.

Ever heard the saying, "I'm too busy fighting alligators to drain the swamp"? That describes many, if not most, small businesses trying to operate without adequate capital.

It's a Catch-22. The Owner/CEO is perpetually doing multiple jobs at the same time. He or she can't

delegate because they don't have enough qualified people—and they can't afford to hire them or pay for superior talent.

You know you're in that position when you're perpetually fighting fires for years to get to the next level and can't seem to get there for one reason or another. Many of us come to the realization, sadly, that we just can't get "there" from "here"—I speak from experience.

Business can be a grind or it can be an exciting, rewarding adventure. Most businesses never get to that point and the owner continues to just grind out a living. The result is a negative impact on your health, your business and your family life. It is so frustrating to see other company owners, who may not work as hard and may even have less talent, become more successful simply because they have the funding that allows them to grow.

Funding allows you to take your company where you want to go and to do it faster. Yes, some companies can do it without funding – as long as the owner is prepared to be patient and to spend years grinding it out.

I've nothing against this method of working. It's just not in my nature—and if you're visiting this web site, it's probably not in your nature either.

Conclusion

Running out of capital is the single biggest reason companies fail or never make it to the next step of their evolution as a business. The toll it takes on the owner and his or her family is equally serious.

If \$500,000 to \$3 million could help your company achieve its goals better or faster—call us at 303 579-6955 and let's explore the possibilities.

Bissonnette Funding Solutions

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