Chapter	1
Activity name	Obtaining Finance
Version	1.0
Activity Objective	Most finance providers will ask for the stand financial data. Your P&L and balance sheet history. However, it makes sense to ask about measures that provide indicators for future success. This helps give some thought to measures of future success. It is a simple set of questions and by no means comprehensive.

Activity Instructions

Put yourself in the shoes of an investor or finance provider and consider what you would want to know about your business to commit funds. A few examples have been crafted below. Apply these questions to your own business and determine if you can supply answers and evidence that supports your answers.

Activity Hints:



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Category	Questions	Responses
Leadership	Who currently forms and leads the implementation of strategy? What is your current strategy? Who leads the culture and how? Who are the critical people in the business? How much is centred on the owners of the business? How are you going to distribute leadership to mitigate risk? Who are the primary entrepreneurial leaders?	
People	What is your turnover rate? How engaged is the current team? How effective are your teams?	
Customers	What does your customer retention data look like: • After 6 months • 12 months • 5 Years Do you have measures of customer success ? What is your pipeline history? What is your current pipeline?	
Knowledge	What is your key person risk? How much of your Intellectual Property is tacit versus captured?	

