

Financial Planning For Success

2010

Universal Financial Funding Group
Presentation For Women's Initiative
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What Will I Learn

- What do **Financial Institutions** look for?
- How do I **Comply**?
- What does my **Income Statement** say about the strength of my company?
- How do I **Balance** my financial resources?
- How do I achieve 100% **Cash Flow**?



What Financial Institutions SEE

- **Banks**
 - Solvency, Longevity, Balance, Continued Business
- **Commercial Finance Companies**
 - Rate of Return on Investment (ROI)
- **Venture Capitalists**
 - IPO, Buy Out, Sell Off, 3-yr Exit Strategy



Historical Financial Compliance

- **Income History**
 - Where did your money come
- **Resource List**
 - What are your revenue streams
 - Sales
 - Loans
 - Investments



Ability to Receive Income

- **Credit Worthiness**
 - CEO, CFO, Board Members, Major Stakeholders, Silent Partners, Joint Venture Partners
- **Financial Strength Rating**
 - Dun & Bradstreet (D&B) is for all businesses



Income Does Matter (The Income Statement)

- How Income is derived?
 - Are you diversified?
- How strong are my income streams?
 - What factors impact my income streams?



Balancing Resources (The Balance Sheet)

- Contingencies
- Capital Reserves
- Corporate Investments
- Deferred Income for “C” – Level Employees
- Resources moved forward of market trend



Management of Cash Flow (The Cash Flow Statement)

- **We are in a Humanitarian Era**
 - Inflated salaries are discouraged
 - Humanitarian support is encouraged
- **Alternative Financing**
 - Investor Capital Raise Events
 - Online Sales Aggressively Optimized
 - Books, CD's
 - Partnering
 - Joint Venture



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How Can We HELP you?

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