BUSINESS ASSET BUILDING

Myfi Benefit & Funding Solutions, Inc.



THE NEED

- According to the Bureau of Labor Statistics, 74% of businesses fail within their first four years.
- Per SBA, the reason for their failure in most cases is insufficient capital, and lack of adequate funding. If a business starts out with hundreds-of-thousands of dollars available to them, they will stand a much greater chance of succeeding. When businesses don't have funding to help them get started, they will use their personal assets and cash of the business owner and or profits to grow.
- This is why almost every business owner you speak with will attest that having money to help start or grow their business is very important to the success of the business.
- The economic downturn has made it harder through the years for business owners to access the money they need to start and grow their businesses. Most business owners rely solely on their own bank when they need money, and if that bank says no they have nowhere else to go.

THE FACTS

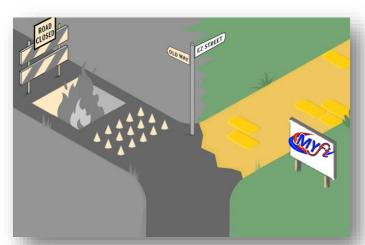
 The majority of businesses are not fundable because they are not crédible.

 Lack of Planning cause a lot of available funding to be denied to businesses.

 Lack of Credit, Collateral, Character or Cashflow is a definate equation for a loan denial.

Mistakes To Avoid

- Choosing the Wrong Business Structure
- Skimping on the Business Plan
- Taking the Marketing of Your Business Lightly
- Mixing Business and Personal Finances
- Planning Too Small
- Giving It Your All, Financially



TIRED OF STRATEGIES THAT DON'T WORK

If your like must of us, you've heard many companies boasting about having programs that will help you get funding for your business.

The truth is, if it were that easy statistics wouldn't show that up to one fifth of the 400,000 businesses that start up each year fail within the first 12 months of operation and 50% of small businesses fail in the first 5 years.

It takes vision and execution to start and sustain a successful business. At Myfi Benefit & Funding Solutions, Inc., we understand this. We draw on the experience of our professional business coaches to help you understand and procure the necessary stratégies to operate a sucessful business.



Our Business Asset Builder Program

Strategies Addressed in Phases 1, 2, & 3



Corporate Structure



Business Plans



Corporate Credit



CORPORATE STRUCTURE

It is extremely important for lenders and credit providers to consider your business to be viable.

Most businesses fail to procure funding due to a lack of creditability. While you might think your business is a viable business it may very well be lacking the mandatory compliance your lenders or credit providers require.

At MYfi we understand compliance, that's why it is the **FIRST PHASE** in building your business asset.



ISSUES WE ADDRESS	
SEPARATE ENTITY	BUSINESS LOCATION
STATE RECORDS	FEDERAL EIN
BANK ACCOUNT & RATING	BUSINESS LICENSES
BUSINESS PHONE	NATINAL 411 DIRECTORY
BUSINESS FAX	BUSINESS WEBSITE

PROFESSIONAL BUSINESS PLAN

<u>Business plans</u> are a test of whether you know what it will take for your business to succeed over both the short and long term.

More importantly, they are required by many lenders, banks, investors, and credit providers.

A well crafted business plan is a snapshot that will show lenders, investors and credit providers who you are, what your business offers, how you match up against competitors, how you intend to gain market shares, and most important, how you intend to pay back a loan if granted to your business.

Don't sell your business short by skimping on your business plan, business plan templates can have their advantages however a well designed business plan containing all the proper components will have a positive affect on your potential cash flow providers.



CORPORATE CREDIT

1

The National Business Credit Agencies

Businesses have credit reports too. Did you know most lenders will rely on your business credit report.

Creditors are checking to see that the business information (name, address, etc.) matches and see if you have credit history. An established business credit report can improve your terms (rate, terms, etc.) and even tip the scales to an approval.

At MYfi we understand the importance of maintaining a positive credit profile for your business. We will search to see if your business has a credit file. If so do you have accounts reporting on your business credit report. Is the information on your business credit reports correct.

We will also check to see if your business has a Paydex Score, D-U-N-S Number, Experian Business Smart Credit's Intelliscore etc.



Stratégies Addressed in Phases 4, 5, & 6





Business Credit Cards



Corporate Strategies



VENDOR CREDIT LINES

Essentials For Building Business Credit Reports

At MYfi we know how important it is to build business credit. Building business credit is a fundamental part of running a viable business. We will address some of the following issues below to give you a better understanding about building business credit. We will address issues pertaining to:

- Trade Accounts and Vendor Accounts
- Trade / Vendor Reporting
- What Are Net Terms
- How Long it Takes Trade / Vendor Accounts to Report
- Selecting and Applying for Trade / Vendor Accounts
- Why your building business credit
- Getting Financed under the business

These are just a few of the issues that will be addressed in helping your firm secure Vendor / Trade Credit.



BUSINESS FUNDING PROGRAMS

National Revolving Business Credit Cards

A revolving credit account is one that allows you to pay a "minimum due" per month and not the full outstanding balance. These accounts normally report to Experian and sometimes to D&B and Equifax. Because of how they report, these accounts will help your business credit on a larger scale than just the Net 30 day vendors alone.

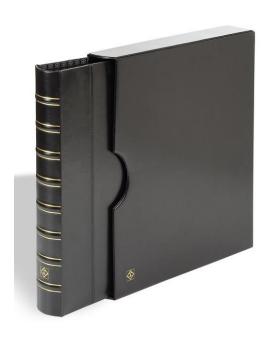
There are over 500 business credit cards in the U.S., but less than 70 of them report solely on business credit and do not show up on your personal credit reports.

At MYfi we have an extensive database of credit card providers. However prior to having you apply, you need to make sure that you have at least your Experian and Dun & Bradstreet business credit files open and that you have a total of at least 5 reporting Trade lines for a period of more than 30 days.



BUSINESS STRATEGIES, STRATEGIC PLANNING







Corporate Identity

Corporate Taxes Bank Statement Business Plan Investors Pitch Corporate Financials

SUMMARY



Vendor Credit

Business Plan

Business Credit Cards

Corporate Credit

Corporate Strategies

Procured separately you would spend in excess of \$5000 to \$10,000 dollars, with MYFI's Business Asset Builder you will spend less than \$2,000.00 with the same results.

Call our firm today at (281) 671-6818 pricing is listed below

Payment Options

One-time payment of \$1,250 that's a savings of \$350

Two payments of \$800.00 each

You can finance the program with \$400 down and 6 payments of \$200.00 per month.

You can finance for zero down and zero % interest for 9 months on a 3 year term with a 700 credit score

Build Your Business Asset Today



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