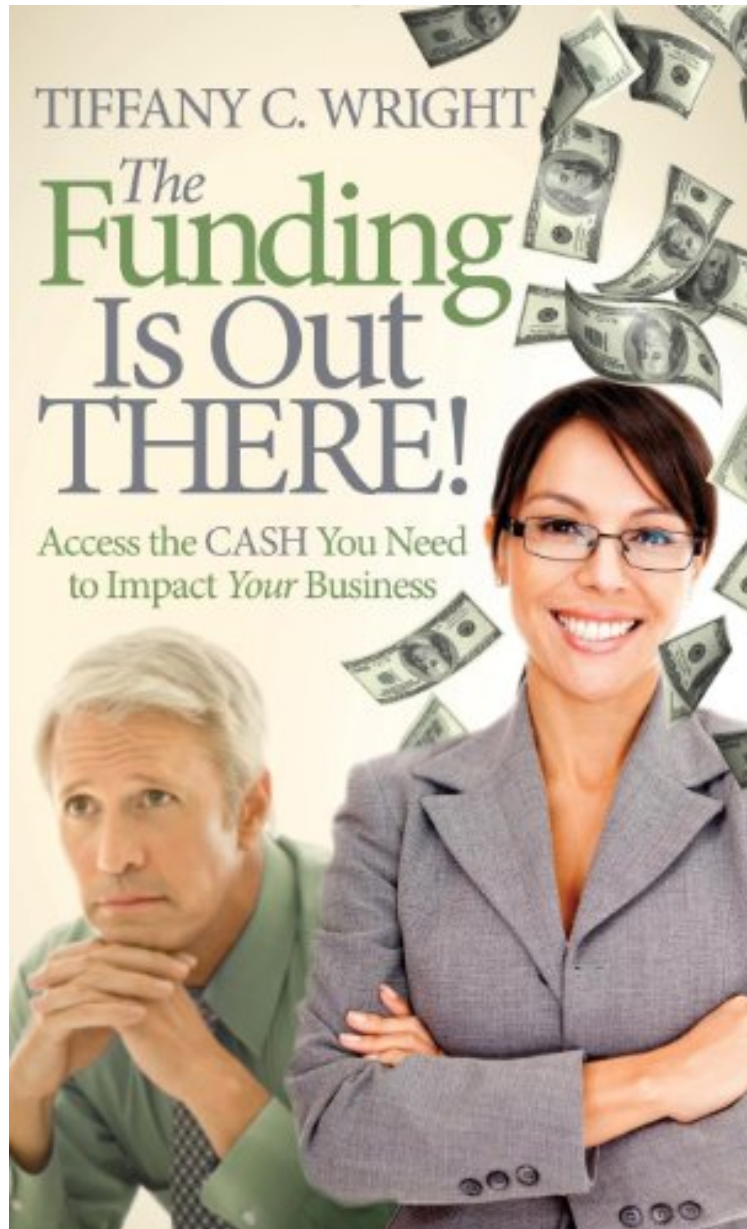


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The Funding Is Out There!: Access the Cash You Need to Impact Your Business

Tiffany C. Wright

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The Funding Is Out There! Access the Cash You Need to Impact Your Business provides more than thirty in-depth yet succinct case study examples of what actual business owners have done to raise capital to grow their businesses- covering not just what is available but the "how to" to obtain it, what works best, and why for a particular business type. Including everything from pursuing business-friendly community banks and forming strategic alliances to tapping supplier financing and using crowd funding (both donation and equity-based), it shows business owners how to raise the capital they need to grow their businesses.

About the Author
Tiffany C. Wright is the author of Solving the Capital Equation: Financing Solutions for Small Businesses. She is the founder and president of The Resourceful CEO (formerly Toca Family Business Services), which provides strategic and financial advisory, packaged solutions, and educational products to small and medium business owners and managers to help them more effectively manage their company's finances and cash. Over the last several years, Tiffany has helped companies obtain more than \$33 million in financing and over \$31 million in contracts and purchase orders. She obtained her BS in industrial and systems engineering from Ohio State University and an MBA in finance and entrepreneurial management from the University of Pennsylvania's Wharton School of Business.
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To clearly understand your company's ability to cover expenses and liabilities, as a business owner you must regularly assess the cash flow statement. So what exactly is a cash flow statement? A cash flow statement records a company's cash inflows and outflows. Stated differently, this statement presents the amount of cash and cash equivalents entering and leaving your company during a specified time frame. The cash flow statement enables you as the owner, your managers, bankers and suppliers to view your company's operations from a cash perspective. Thus, all better understand how smoothly (or not) the company runs its operations, where growth funding is or will come from, and how wisely your firm spends its money. The cash flow statement breaks down the cash inflows and outflows into three sources of cash - operations, financing and investing.