
CEO TRANSFORMATION TECHNOLOGIES LLC

30-DAY FUNDING PREPARATION PLANNER™

Use 30 days to organize the file before you chase the money.

FREE CEO RESOURCE

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CEO Resource Center™

30 DAYS TO A STRONGER FUNDING FILE.

Thirty days will not magically make every business fundable. It can, however, turn a scattered file into something you actually understand. The point of this planner is not to rush toward Day 30. The point is to use Day 30 to make a better decision.

DO NOT SKIP THE UNCOMFORTABLE DAYS

If you discover the books are behind, the bank activity is hard to explain or the credit profile has an error, that is the work. Do not jump ahead to lender shopping just because it feels more exciting.

WEEK 1 - BUSINESS FOUNDATION

Day 1: ☐ Verify legal business name and entity status.

Day 2: ☐ Verify EIN and ownership information.

Day 3: ☐ Review business contact information.

Day 4: ☐ Review licenses and permits.

Day 5: ☐ Review NAICS/SIC classification.

Day 6: ☐ Organize formation documents.

Day 7: ☐ Write down the biggest foundation gap.

WEEK 2 - FINANCIAL FILE

Day 8: ☐ Gather recent bank statements.

Day 9: ☐ Update bookkeeping.

Day 10: ☐ Review monthly revenue.

Day 11: ☐ Review operating expenses.

Day 12: ☐ Review current debt.

Day 13: ☐ Prepare or update the P&L.;

Day 14: ☐ Prepare or update the balance sheet when needed.

WEEK 3 - CREDIT & READINESS

Day 15: ☐ Review personal credit when relevant.

Day 16: ☐ Research business credit profiles.

Day 17: ☐ Verify current account reporting.

Day 18: ☐ Review payment history.

Day 19: ☐ Review application and inquiry history.

Day 20: ☐ Identify credit-related gaps.

Day 21: ☐ Choose one correction priority.

WEEK 4 - CAPITAL STRATEGY

Day 22: ☐ Define the exact funding amount.

Day 23: [] Draft the use of funds.

Day 24: [] Connect the funding request to a business outcome.

Day 25: [] Research product requirements.

Day 26: [] Compare rates, fees and terms.

Day 27: [] Prepare projections if required.

Day 28: [] Prepare a business plan if required.

Day 29: [] Finalize the funding file.

Day 30: [] Decide whether to apply, wait or strengthen the file.

DAY 30 CEO REVIEW

What is stronger than it was 30 days ago?

What is still weak?

My decision: Apply / Wait / Strengthen

Why:

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