
CEO TRANSFORMATION TECHNOLOGIES LLC

USE OF FUNDS WORKSHEET™

Make every requested dollar have a job.

FREE CEO RESOURCE

Created by

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MAKE EVERY DOLLAR HAVE A JOB.

A useful funding request is specific enough that somebody can see where the money goes. 'Working capital' by itself is usually too broad for your own planning. Break it down. How much is inventory? How much is payroll? What technology is being purchased? What can wait if the full amount is not approved?

THE REAL TEST

If you cannot explain why an expense belongs in the request and what evidence supports the amount, keep working on the number. A quote, invoice, payroll estimate, inventory plan or operating budget is stronger than a number chosen because it sounds reasonable.

Total funding requested:

Target funding source or product:

CATEGORY	AMOUNT	% OF TOTAL	NOTES / SUPPORT
Equipment	\$ _____	____%	_____
Inventory	\$ _____	____%	_____
Technology	\$ _____	____%	_____
Marketing	\$ _____	____%	_____
Payroll	\$ _____	____%	_____
Working capital	\$ _____	____%	_____
Leasehold improvements	\$ _____	____%	_____
Professional services	\$ _____	____%	_____
Debt refinance (if permitted)	\$ _____	____%	_____
Other	\$ _____	____%	_____

WHY THESE FUNDS MATTER

How will this capital improve operations, revenue, capacity or cash flow?

Which expenses are essential versus optional?

How quickly will the funds be deployed?

What evidence supports the amounts listed?

SAMPLE USE-OF-FUNDS NARRATIVE

Example structure: "The business is requesting \$50,000 to purchase equipment, increase inventory, strengthen working capital and implement technology needed to support projected growth. Each category is tied to a documented operating need and will be tracked separately after funding."

CEO RULE

Never invent numbers to make an application look stronger. The use-of-funds plan should match the real business need and the records that support it.

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