

# New Business Services

*Generating profit quickly and efficiently for your new business*

## What are Filament's New Business Services?

Running a successful business takes more than just a great idea and a passion for the product or service. There are a variety of potential pitfalls that can harm a business before it even opens if not managed from the outset. Without a solid, well researched plan rooted in economic reality, even the best concepts can quickly falter.

Starting a new business is, by the numbers, a risky endeavor. It's a much safer route to work for an established business that has been in operation for at least five years. But if you're reading this, and entertaining the thought of starting something of your own, you've probably weighed those risks and decided to move forward with the first steps of planning your enterprise.

Filament helps you lay a proper foundation by assisting you in finding the perfect building, linking you up with professional design and build services, developing systems, and beyond. Our consultants keep your personal and business interests organized and moving forward toward launching your business efficiently and effectively.

Filament believes that a solid business plan is a living document that grows and changes as your business enters the progressive phases of its lifecycle. A business plan differs from a strategic or operational plan in that before a business opens it is generally impossible to predict revenue, thus a business plan focuses on ideas, concepts, marketing, lead generation, real estate, personnel and expenses. With several different levels of engagement available to our clients, we can tailor a plan that suits your business ambitions. We'll revisit the plan on a quarterly basis to make updates and strategic tweaks based on both your business and the changing demographics of your area. When the entity is sufficiently mature from a revenue standpoint, the business plan will undergo a metamorphosis into a strategic plan that includes both revenue and expense proformas based on profitability goals.

## Filament's Network

As a part of the Filament family of companies, Filament consultants have access to resources ranging from marketing to accounting to information technology assistance to help business owners achieve top line results. Filament has spent years developing relationships with attorneys, CPA's, commercial real estate brokers, business equipment specialists, designers, marketers, product vendors and venture capital groups, among other professional partners. The result is a fluid working relationship with these partners, who are vital to a successful launch. An added benefit is discounted pricing for our clients, as Filament absorbs much of their liability and workload.

## Financing

Do you have hundreds of thousands of dollars lying under the mattress? Well neither do most prospective business owners! That's why Filament has developed a database of venture capitalists, angel investors, community banks, national banks and non-traditional lenders who will finance you at all stages of the growth of your business. As an optional part of our engagement contract, we help to facilitate a relationship between you and potential financiers, which increases the likelihood of your deal closing.

But our services go further than that. We get to know your business so well that we can negotiate with financiers on your behalf, educating underwriters about your business and giving them the peace of mind that is often the difference between a done deal and a dead deal. And better terms for you make the likelihood of your success that much greater.

Filament also offers transition consulting to you after purchase. From time to time this additional support is enough to get a "yes" from the financing entity, especially in the case of a buyer who is new to an industry.