

The Launch League ‘Let’s Talk Financing’ toolkit is a set of open-licence resources and a step-by-step methodology that you can use to run a half-day workshop or guide a conversation with SMMEs in your community.



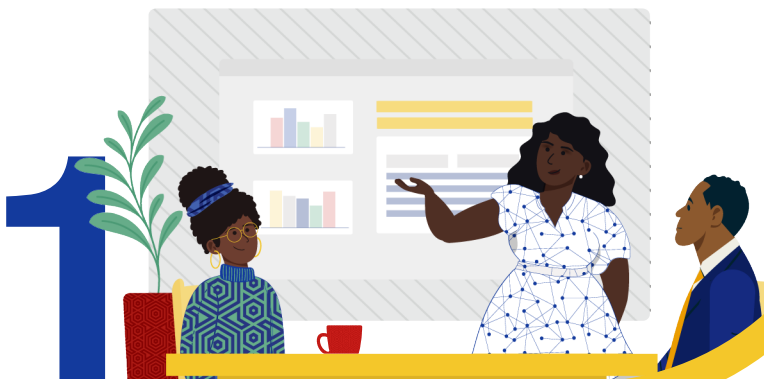
The **Hub Guide** has all the info you need to guide the Let’s Talk Financing process as well as some facilitation pointers and useful information when talking to entrepreneurs about financing.

The **Let’s Talk Financing Facilitator deck** is an editable powerpoint presentation you can use to introduce the key concepts and guide workshop participants through the four-stage process.

The **Entrepreneur Financing Card** is the main learning tool for this workshop. It can be printed or sent digitally to entrepreneurs. The entrepreneurs will fill this in, one section at a time, as you guide them through the Let’s Talk Financing process.

## How to run a ‘Let’s Talk Financing’ workshop!

Start by explaining to the business owners that businesses need financing to grow and that this money won’t usually come from investors: it will come from banks, funds and customers. The process they are about to go through will help them understand what financing they might qualify for.



Make sure you’re comfortable with all the terms and concepts covered in the presentation deck. If you aren’t, consult the Hub Guide and do your own research!



The Let’s Talk Financing process has four phases covering four key aspects that finance organisations consider when approving financing for businesses:

- Stage of business
- Revenue & business model
- Financial risk & assets
- Opportunities & growth

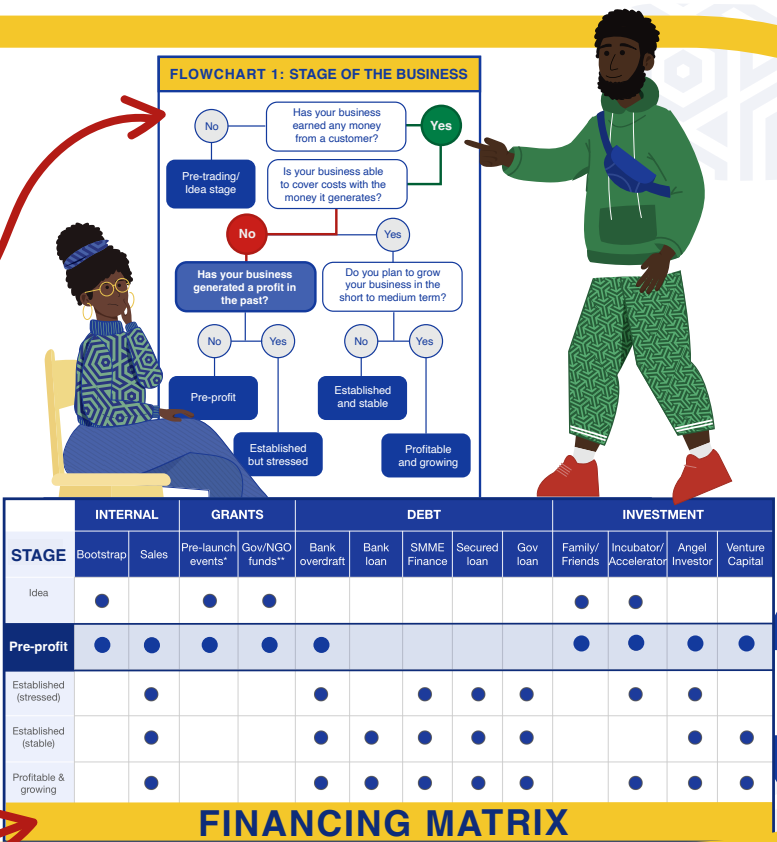
As you present the **Facilitator deck** to the group, you will explain some key concepts and definitions in each phase, then introduce:

### 1) a flow chart

By answering the questions in the flow chart, the business owner will arrive at a “diagnostic” for their business. They will fill this into the relevant “Where am I?” box at the top of the financing card.

### 2) a matrix

Using the diagnostic from the flow chart, the business owner will then consult the matrix to see what types of financing they might access. This is filled in in the second box on the financing card - “What kind of financing?”.



# 3

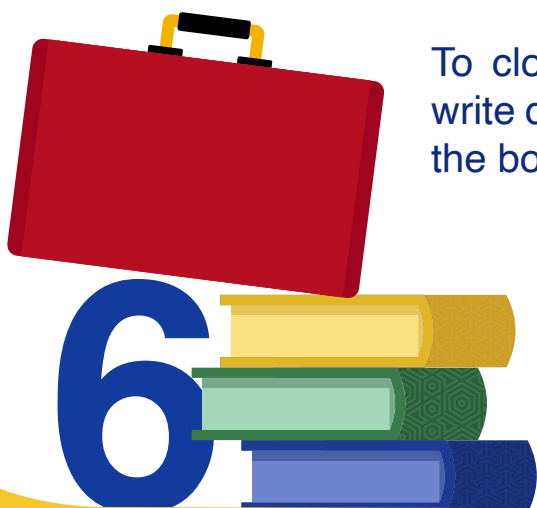
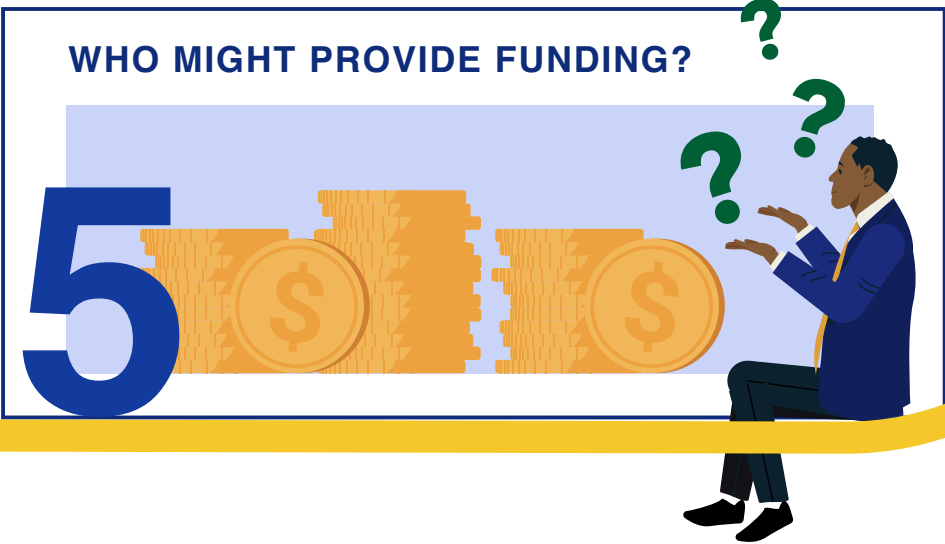


**Remember to leave time for questions and discussion.**



By enabling the entrepreneurs to answer the questions in the flow charts and find the options in the matrix themselves, you help them to own the resulting outcomes, while improving their understanding of why certain types of financing are realistic for them and what they might need to adjust about their businesses to access other types of funding.

To fill in the final row on the financing card - “**Who might provide financing?**” - point the entrepreneurs to the **Let’s Talk Financing database** and explain how to use the filtering tool. Let business owners fill in two or three options and brainstorm additional options that might not yet be in the database.



To close off the session, business owners should write down their “**next steps**” in the summary box at the bottom of the back of the financing card.



If you want to get your hub “**speaking the same language**” when it comes to financing, and help entrepreneurs to understand business; eligibility and the implications of taking on finance, plan a Launch League ‘Let’s Talk Financing’ workshop today!

