

**All About Grants,
Loans and
Financing:**



Small Business Skills Workshop

FASTER  WV

Entrepreneurship Program of Advantage Valley

Workshop Agenda



Entrepreneurship Program of Advantage Valley

Introduction to FASTER WV

Entrepreneurship Support

Building Your Business Model

Grants for Small Business

Loans and Financing

Accessing Capital

Key Takeaways & Q&A



Mission:

Grow economic opportunity for all residents of the **Charleston-Huntington Metro area**

- ❖ Retain and Grow Existing Investment
- ❖ Increase Rate of Business Startups
- ❖ Attract New Investment
- ❖ Site Development

FASTER WV

Entrepreneurship Program of Advantage Valley

FOSTERING ADVANTAGES FOR STARTUPS AND ENTREPRENEURIAL RESURGENCE IN WV

Entrepreneur and Small Business Coaching

Skills Based Training

Access To Capital

FASTER  WV
Entrepreneurship Program of Advantage Valley

www.advantagevalley.com

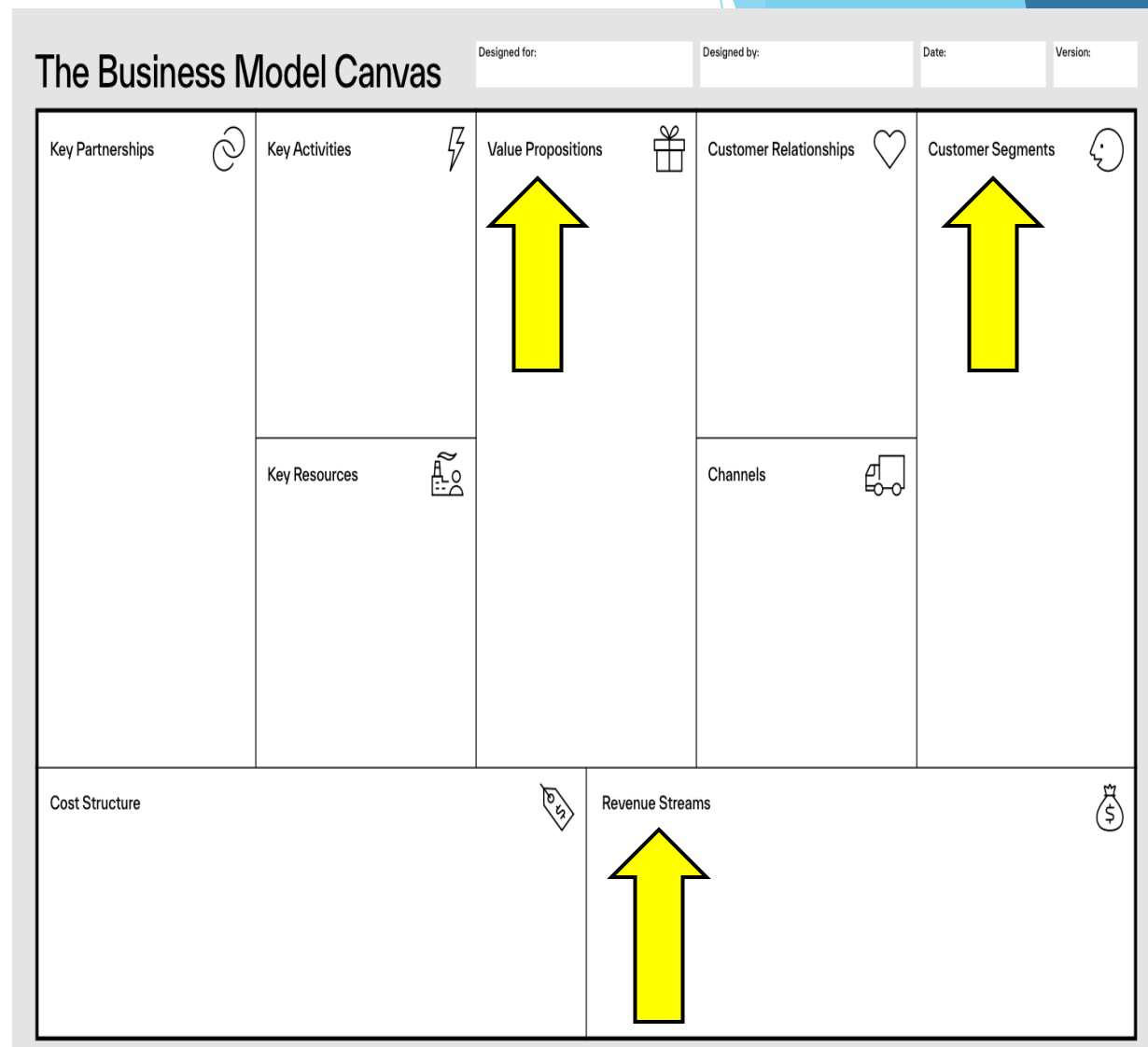
 **ADVANTAGE
VALLEY**
West Virginia's Charleston - Huntington Metro Region

Business Model Canvas



Building Your Business Model

- What is the Business Model Canvas?
 - A visual template for planning your business structure.
- Segments Highlighted:
 - Customer Segments
 - Value Propositions
 - Revenue Streams
- Interactive Exercise: Fill in the Value Proposition section for your business idea.



The Business Model Canvas

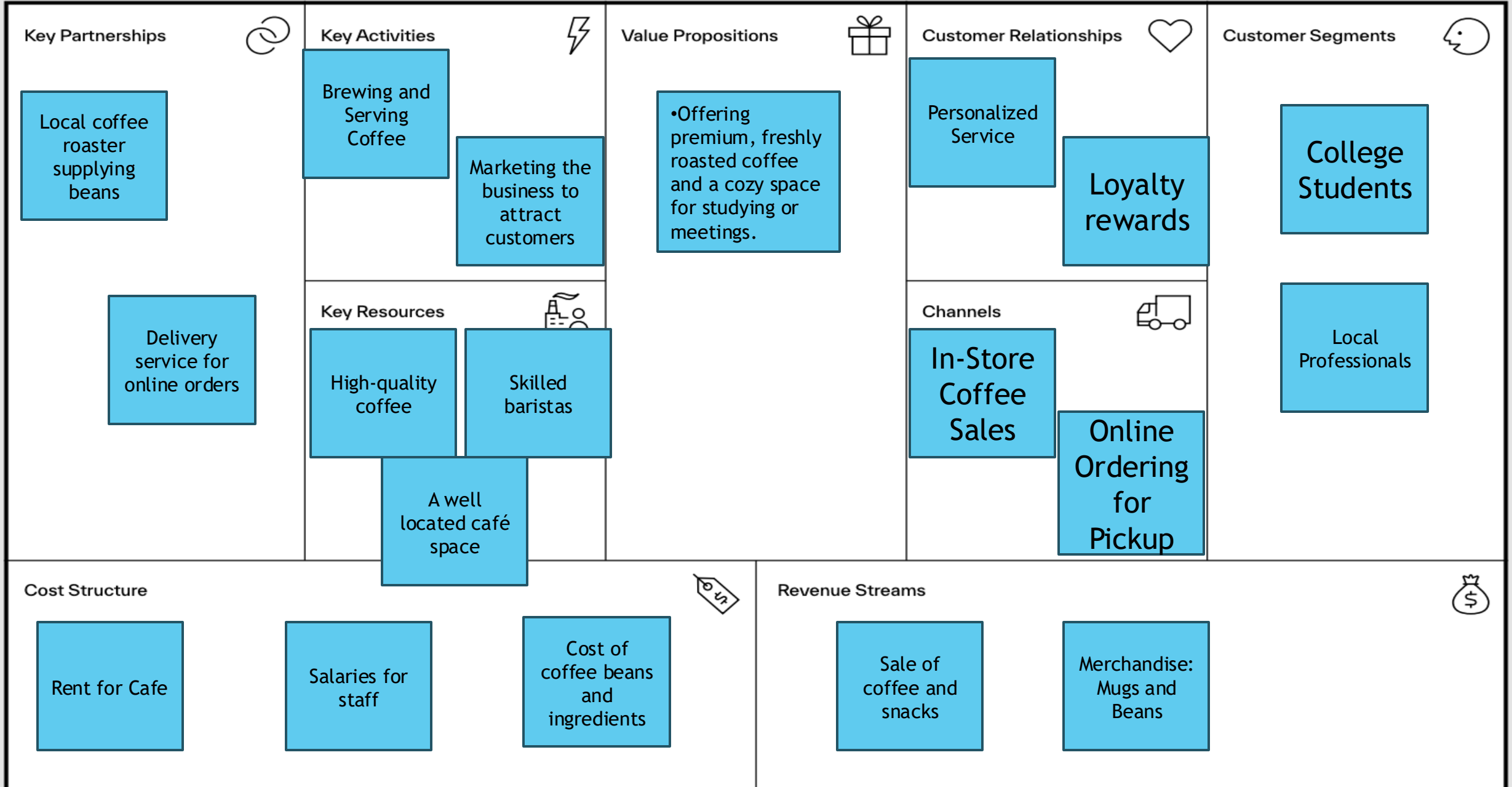
Designed for:

Coffee Shop

Designed by:








Date:

Version:





STARBUCKS BUSINESS MODEL CANVAS

<p>Key Partners </p> <ul style="list-style-type: none"> • Coffee farmers and cooperatives • Food and beverage suppliers • Licensees and franchisees • Technology providers and mobile app developers • Retail and grocery partners • Logistics and distribution providers 	<p>Key Activities </p> <ul style="list-style-type: none"> • Coffee bean sourcing and roasting • Product development and innovation • Store operations and customer service • Supply chain management and distribution • Marketing and brand management 	<p>Value Propositions </p> <ul style="list-style-type: none"> • High-quality, handcrafted coffee beverages • Welcoming and comfortable store environment • Personalized and efficient customer service • Convenient locations and mobile ordering • Commitment to ethical sourcing and sustainability 	<p>Customer Relationships </p> <ul style="list-style-type: none"> • Personalized in-store experience • Starbucks Rewards loyalty program • Engaging social media presence • Responsive customer service and feedback channels 	<p>Customer Segments </p> <ul style="list-style-type: none"> • Young adults and professionals • Coffee enthusiasts and connoisseurs • Socially conscious consumers • Remote workers and students • Travelers and tourists
<p>Cost Structure </p> <ul style="list-style-type: none"> • Research and development expenses • Manufacturing and maintenance costs for autonomous vehicles • Salaries for skilled workforce • Data storage and processing infrastructure • Marketing and partnership development expenses 		<p>Revenue Streams </p> <ul style="list-style-type: none"> • Sales from company-operated retail stores • Royalties and product sales from licensed stores • Consumer packaged goods and retail partnerships • Food and beverage sales within stores • Starbucks Reserve and Roastery sales • Advertising and co-branding partnerships 		

Key Resources 

- Skilled and dedicated workforce
- High-quality coffee beans and ingredients
- Strong brand reputation and intellectual property
- Proprietary technology and mobile app
- Extensive global store network

Channels 

- Company owned retail stores
- Licensed stores
- Mobile app and online ordering
- Grocery and retail partnerships
- Social media/digital marketing

Grants for Small Business

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, dynamic feel.

**There are NO grants
available to start a
business.**

Money Makes Money

The background features a white space with abstract, overlapping geometric shapes in various shades of blue (light, medium, and dark) on the right side, creating a modern, dynamic feel.

Technical Assistance Grants (TA)

- ▶ **What they are:** Non-dilutive funds that pay **third-party experts/services** to help a business hit specific milestones (not working capital).
- ▶ **Typical size & match:** \$2.5K-\$25K with a **0-50% match** (varies by program).
- ▶ **Eligible uses:** Accounting/QBO setup, pricing/costing, marketing/brand/web/e-commerce, legal/contracts/IP, certifications/compliance, feasibility studies, staff training.
- ▶ **Not covered:** Payroll, rent, inventory, debt service, general operating expenses, equipment.
- ▶ **How it works:** Define milestone → get vendor quotes → apply → approved vendor is paid or you're reimbursed after deliverables.

Technical Assistance Example

- ▶ **Company:** Local coffee roastery
- ▶ **Award:** \$8,000 TA (+20% owner match)
- ▶ **Scope funded:** CPA to build cost model & clean books; designer for packaging + e-commerce setup; food-safety certification
- ▶ **Outcome:** Online store launched, pricing improved, bank-ready financials, +\$6K/month revenue within 90 days

Mini Grants

- ▶ **What they are:** Small, **non-dilutive** awards for **tangible purchases** that boost capacity and sales.
- ▶ **Typical size & match:** \$500-\$3,000 with a **0-50% match** (*program-specific*).
- ▶ **Eligible uses:** Small equipment, signage/branding, initial inventory, POS/tablets, tools/fixtures, safety gear.
- ▶ **Not covered:** Payroll, rent, debt service, construction/major equipment, taxes/fees, vehicles.
- ▶ **How it works:** Define needs + get quotes → apply → award → buy (vendor paid or **reimbursed**) → submit receipts/deliverables.

Training Grants (Workforce & Owner Skills)

- ▶ **What they are:** Small, non-dilutive awards to build owner/staff skills that drive performance.
- ▶ **Typical size & match:** \$1,000-\$15,000 with a 0-50% match (*program-specific*).
- ▶ **Eligible uses:** Tuition/course fees, provider-led workshops, **industry certifications** (ServSafe, OSHA, SCA), software/tech training (QBO, POS, e-commerce), train-the-trainer, SOP/onboarding materials.
- ▶ **May cover:** Trainer fees, materials, exam fees
- ▶ **Not covered:** General payroll, rent, major equipment, unrelated degree programs, most travel/per diem.
- ▶ **How it works:** Identify skill gap + outcomes → select provider & quotes → apply → complete training → submit certificates/deliverables.

Business Entities

Sole
Proprietorship

LLC

C & S Corp

Why Business Structure Matters



Determines **legal liability, taxation, and operational flexibility.**



Affects **funding options and long-term business growth.**



Choosing the wrong structure can lead to **legal and financial challenges.**

Business Lending

The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. These shapes are primarily located on the right side of the frame, creating a modern, dynamic feel. The text 'Business Lending' is centered in a clean, dark blue sans-serif font.

Things to Know

- ▶ **Bank/SBA loans:** Lenders almost always pull **personal credit** and require a **personal guarantee (PG)**. For SBA, all owners with $\geq 20\%$ must PG and have their credit checked.
- ▶ **Business credit cards:** Most small-business cards do a **hard pull on the applicant's personal credit** and require a PG.

Types of Loans

Microloans (FASTER WV - Wyoming County EDA)

- ▶ \$1K-\$50K, simpler underwriting; often via CDFIs/nonprofits.
- ▶ Terms 2-6 yrs; rates higher than banks but flexible; may include TA/coaching.
- ▶ *Example:* Food truck secures \$20K for used grill + initial inventory; repays over 48 months.

Bank Term Loans (Huntington Bank - Peoples Bank)

- ▶ Lump sum for **equipment/buildout/expansion**; fixed rate & term (3-7 yrs).
- ▶ Requires **strong credit**, financials, collateral; best rates/longest terms.
- ▶ *Example:* Café borrows \$150K/5 yrs to build out a second location.

Types of Loans (2)

Lines of Credit (LOC) (Capital One - Bluevine)

- ▶ **Revolving** working-capital pool; interest only on what you **draw**.
- ▶ Great for **seasonality**/cash-timing gaps; annual renewal; may require collateral.
- ▶ *Example:* Retailer uses \$10K LOC to buy holiday inventory, pays down after sales.

Invoice Financing (Factoring) (Triumph - FundThrough)

- ▶ Advance **70-90%** of invoice; fee until customer pays.
- ▶ Speeds cash for **B2B with slow payers**; cost tied to days outstanding.
- ▶ *Example:* Manufacturer factors a \$100K PO, gets \$85K now to buy materials.

Types of Loans (3)

Merchant Cash Advance (MCA) (Shopify Capital - Square Cash Advance)

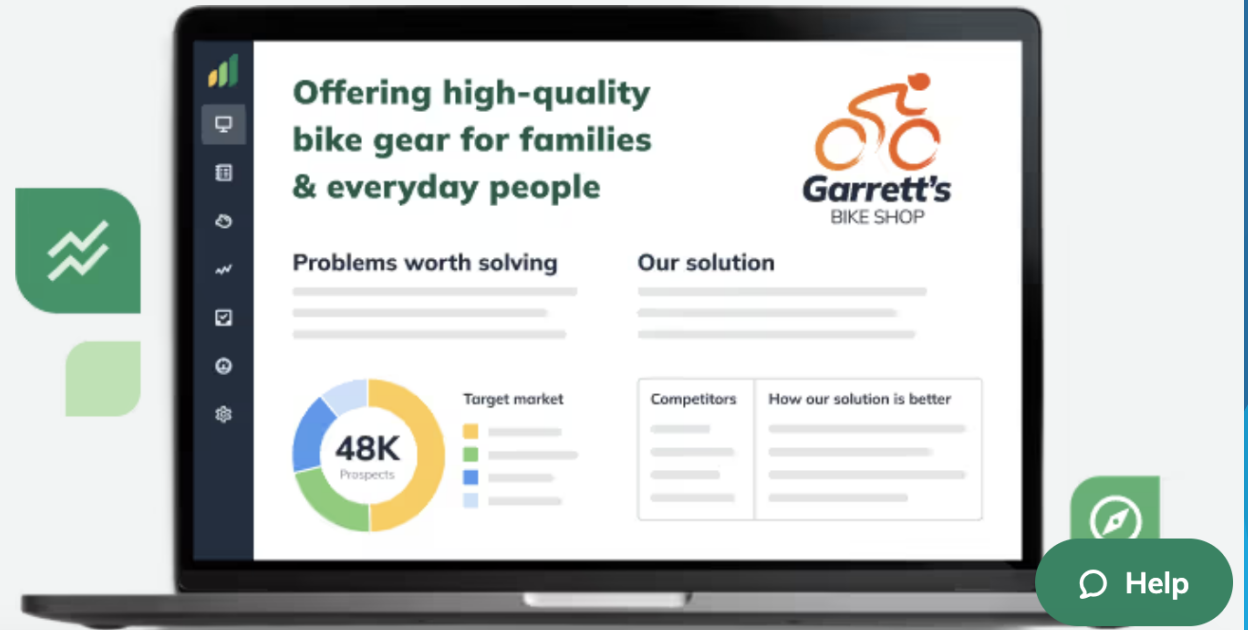
- ▶ Upfront cash repaid via **daily/weekly** cut of card sales; **fast but expensive**.
- ▶ Use only for **urgent, short-term** needs; can strain cash flow.
- ▶ *Example:* Salon takes **\$10K MCA** to replace a broken station; repays from card receipts.

Revenue-Based Financing (RBF) (Capchase - Wayflyer)

- ▶ Capital repaid as a % of **monthly revenue** until a fixed **cap** (e.g., **1.4×**).
- ▶ No equity dilution; flexible when revenue dips; higher all-in cost than bank debt.
- ▶ *Example:* SaaS firm gets **\$250K**; pays **5-8% of MRR** until **\$350K** repaid.

Everything you need to plan, launch & grow

Create a fundable business plan. Then use financial tools to bring it to life.

[Start Your Plan](#)[Video Tour](#)

- Original Scenario
- Home
- Plan
- Forecast
- Dashboard
- Pitch
- Industry Data
- Options
- Hire a Pro

Forecast Overview

September - August FY2026 FY2027 FY2028

Net Profit →
\$76,792

Net Profit Margin
26%
Industry Avg: 12%



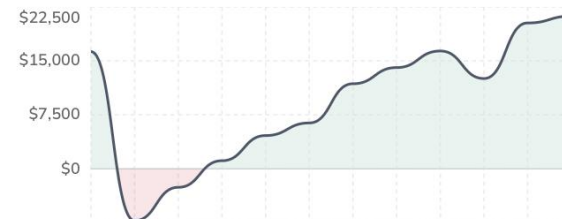
- Revenue
- Direct Costs
- Personnel
- Expenses
- Assets
- Financing
- Cash Flow Assumptions
- Taxes
- Dividends

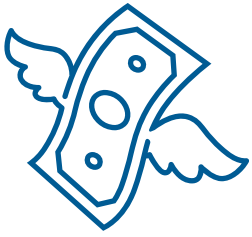
In November 2025, your cash will reach its lowest point of \$6,501

Cash Balance →
\$114,913



Cash Flow →
\$114,913





Access To Capital

Mini-Grant:

Awarding quarterly grants of up to **\$3,000** for equipment or inventory needs.

Technical Assistance:

Providing up to **\$3,000** for technical assistance support in areas such as accounting, marketing, and web development

FASTER WV LOANS



Loan Amount
\$5,000 - \$50,000

Eligible Uses:

- ❖ Real Estate Acquisition
- ❖ Equipment & Inventory
- ❖ Working Capital

Non-Eligible Uses:

- ❖ Refinance Debt
- ❖ Commercial Vehicles

Loan Duration:

- ❖ Real Estate (10 years)
- ❖ Equipment (7 years)
- ❖ Operating Capital (3-5 years)

Interest Rate ranges from Prime to Prime +4.25
Can be combined with loans from other lenders.
Loans must be in one of our priority sectors.

Key Takeaways

★ **Summary:**

 Use FASTER WV resources to grow your business.

 Leverage the Business Model Canvas for clarity.

 Understanding your capital needs and opportunities

 Plan effectively with LivePlan.

 Access capital to fuel your growth.

Scan the QR code to learn more about **FASTER WV** and to connect with a business coach.

