

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 is positioned on the left side of the white background.

Tips for Operating Your Business During this Crisis

Who is the Kansas SBDC?

- ▶ Grant-Funded Program
- ▶ “*Growing Kansas Entrepreneurs*”
- ▶ Serving Entrepreneurs, Start Up and Existing Small Businesses in:
Johnson, Wyandotte and Miami Counties
- ▶ Become a Client of the SBDC Office Near You:
<https://www.kansassbdc.net/>



Two-Step Cash Strategy

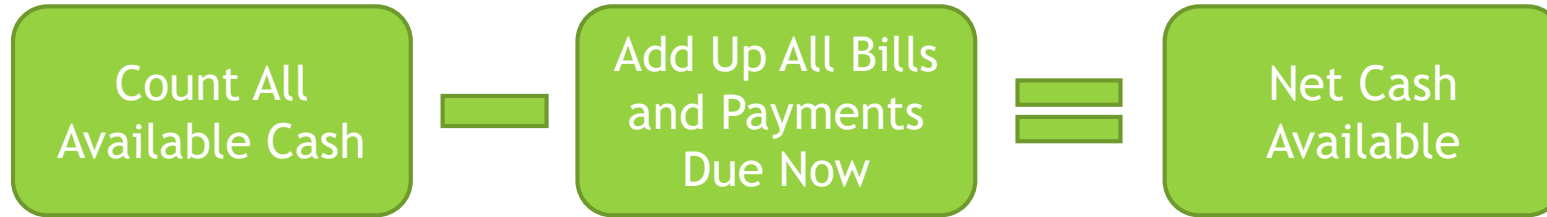
- ▶ Step 1: Apply for EIDL and Request Emergency EIDL Grant
 - ▶ No cost to apply
 - ▶ Minimal information required - only revenue and COGS
 - ▶ You don't have to take the money or even be approved
 - ▶ Amount up to \$10,000 - determined by SBA
 - ▶ Fast Cash
- ▶ Step 2: Apply for Paycheck Protection Program
 - ▶ Favorable terms
 - ▶ Much can be forgiven
 - ▶ 6 months to start payments
 - ▶ Cash supplement to business

Build a Cash Flow Plan

- ▶ Look out a minimum of 13 weeks
- ▶ Determine funds needed and when you will run out
- ▶ Be realistic about sales in this period - don't assume instant recovery
- ▶ Review bills and contact landlord, banker, vendor, etc. Ask for more time to pay
 - ▶ Keep communicating and don't burn bridges

Build a Cash Flow Plan (13 Weeks)

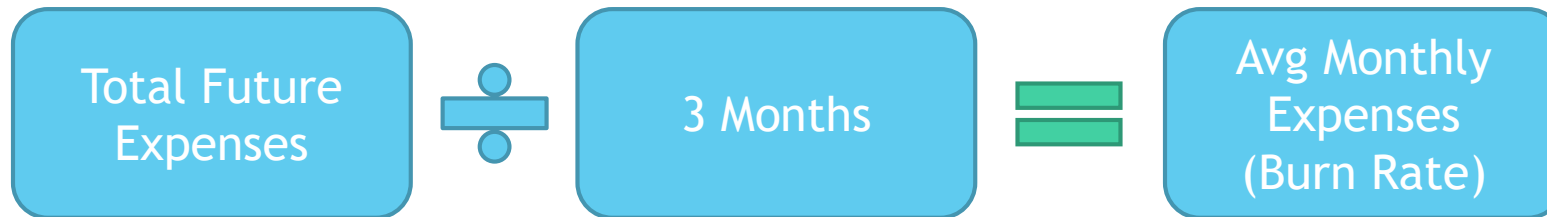
Step 1:
How Much
Cash
Available?



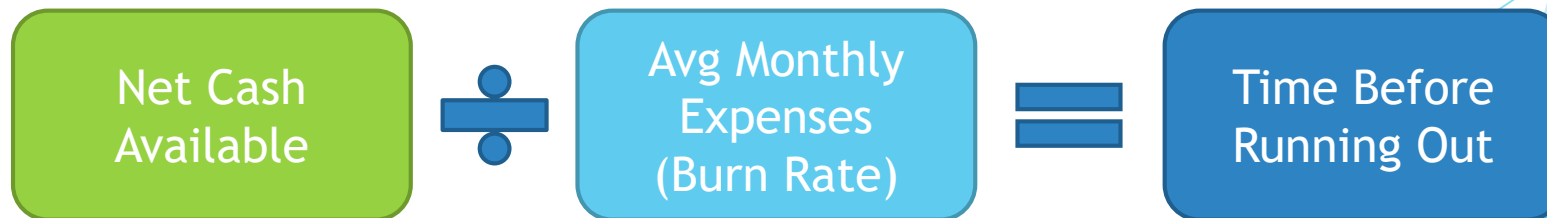
Step 2:
What's
Your Gap in
Funds?



Step 3:
What's Your
Burn Rate?



Step 4:
How Much
Time Do You
Have?



Example Cash Flow Plan

Step 1: How Much Cash Available?			
	Available Cash	\$	2,800
Minus	Bills Due Immediately	\$	1,500
Equals	Net Cash Available	\$	1,300
Step 2: What's Your Gap in Funds?			
	Net Cash Available	\$	1,300
Minus	Total Future Expenses	\$	2,400
Equals	Gap in Funds	\$	(1,100)
Step 3: What's Your Burn Rate?			
	Total Future Expenses	\$	2,400
Divided by	Plan Period		3 months
Equals	Average Monthly Expenses (Burn Rate)	\$	800
Step 4: How Much Time Do You Have?			
	Net Cash Available	\$	1,300
Divided by	Monthly Burn Rate	\$	800
Equals	Time Before Running Out		1.6 months

Other Tips

- ▶ Remember Cash is King!
- ▶ Reduce Expenses and Maximize Margins
- ▶ Lead and Communicate With Employees
- ▶ Focus on Your Customer - Be Transparent
- ▶ Build Rapport and Create Relationships
- ▶ Think Out of the Box