

# Why aren't they telling me to start a Business?

By Daniel G. Guerra Jr, Argus



At any time please raise  
your hand and ask a  
question.

# About Argus & Dan

- Argus Ventures, LLC is an Internet Technologies, Marketing and Consulting company.
- In Business for 9 Years
- Certified Minority Business with the State of Wisconsin.
- Dan is a member of the Board of Directors for the Glaciers Edge Council, Boy Scouts of America, NARAL Pro-Choice Foundation, Inc., YWCA Displaced Homemakers Program & Vice Chair or Communities Untied.
- Charities include: Keep Wisconsin Warm/Cool Fund, Boy Scouts of America & NARAL Pro-Choice Foundation.



**twitter**™ : Argus Ventures

The title really should  
have been.....

What aren't they telling me  
about starting a business?

# Why do you want to...

- be accountable to clients and customers?
- be accountable to your employees?
- be accountable to vendors?
- be accountable to the bank?
- be accountable to your shareholders?

When you hear all  
that, do you really want  
to own a business?

# Topics for today

- Products & Services - The mix
- Business Structure
- Financing & Cash Flow

# Products & Services

# Products & Services

- What product or thing can I sell?
- What service can I provide to people?
- What resources do I really have?

# Product & Services: Resources

- Do I need money to invest in product?
- What does product turn-a-round look like?
- How much “street-cred” do I need to become a reseller?
- What do I need for man power?

# Business Structure

# Business Structure: Considerations

- If I get sued do I want to loose my earthly possessions?
- Do I need to take on investors? (sell part of my idea)
- Do I need to borrow money? Legal protection for defaulting on my loan?
- Do I need to bring on partner to help me with service?

# Business Structure

- An easy and common type of ownership option is an LLC
  - Cheap to create.
  - Flexible Legal (Protection) & Tax Structure.
  - Ability bring in smaller amount of money.
  - Easy to bring in partners.
- If you are looking for VC funds, you are probably looking to convert to a C - Corp. or may want to start there.

# Speaking of Partners...

# As you think about partnering...

- Having business partners is like being married.
  - Discuss major purchases.
  - Discuss direction of where and how you are going to get there.
  - You have to be honest with your partner.
  - Both have to understand how you both (or all) contribute to the business.

Most important about  
partnerships.....

Everybody Lies

Talk about the divorce!

# Financing & Cash flow

# Financing & Cash Flow

- Depending on the scale of your idea, try to not borrow money.
- If you have to borrow money it can be done in the following ways:
  - Friends & Family (Better be a 200% sure thing).
  - From vendors via terms (i.e. 30, 60, 90 days).
  - Bank line of Credit or a Cash flow loan.

# Financing & Cash flow

- How can your clients help you?
- Do they have to know they are helping you?
- Methods may include:
  - pre-payment terms
  - initial deposit for work to be preformed
  - longer financing terms.

# Financing & Cash flow

- Establish an operating reserve amount.
- Decide how you are going to pay yourself
  - start with small amounts.
  - make it frequent and consistent.
- Make sure all with financial interest understand how money is spent and paid.
- Reevaluate your financial conditions every month, forecast for the next 2 - 4.

Yes!

I really want to own a  
business. I welcome the  
adventure.

For questions or  
comments, please  
contact me.

Daniel G. Guerra Jr,  
[dguerrajr@argusventures.com](mailto:dguerrajr@argusventures.com)  
608-240-0524