**Winery Funding & Financial Rules**

Two-part assignment. This will be a paper in two parts.

1. One is the winery funding plan with specific goals (briefly stated), an estimate of the total amount needed, what it is needed for (overall budget for that business stage), why those goals are relevant and why that funding option is the best.

2. The second part discusses financial rules that would affect the ability to get the funding from banks, investors, the state, the federal government, barter, alliance, etc.. Only include the most relevant rules to that funding option or options you selected in your plan and be sure to include how that would affect your plan, in your state (California).

You will also find other resources in the winery information here: <https://www.wikihow.com/Prepare-a-Financial-Report>

**Step 1:  Funding Plan**

**NOTE:** Your winery funding plan at each stage may have more than one goal and more than one funding source to get what you need. Also include caveats mentioned in talking about fraud, embezzlement, waste and abuse as they relate to seeking funding and using the funding appropriately.

Create 4 funding plans based on one or more goals. Together, they will cover each major stage of a winery business (pre-start, survival/stability, growth, and exit) and each one of the 4+ models.  Use one model for one stage. You can decide what stage you want to focus on but one of your four plans must be for a pre-startup (pre-revenue to first customers), one must be able to get the winery business from survival to stability, one must be for growth and expansion, and one must be exit from the seller's point of view. These reflect  goal such as opening the doors, getting to the next level, attracting a buyer, etc. You decide and state the goal or goals for each plan in your 4-6 paragraph paper. In the real life of a business, goals will change as the business model goes from pre-start to stability to growth to exit. The business may need more money in later stages than it did in the earlier ones. I want to show me that.

**Stages to use:**

Pre-start/pre-revenue (prior to opening and getting a customer)

Survival/Stability

Growth

Exit

**Here is a list of the models and you should be applying them to a winery-related business:**

Manufacturing (traditional winery, franchisor, trainer)

Reseller (franchisee, retailer, online sales, etc.)

Unique (limited supply of a product or custom work)

Time and cost (freelancer, artist etc.)

**RESOURCES NOTE:**

It costs money to get ready to exit and it costs money to sell/buy a business, franchise it, take it public, or license it so be sure to think about those costs in your budget and funding requests. These are just some potential goals. You might also want to review the business stages graphic attached. You should also think of the plan and goals in terms of different financial styles and include that in your plan discussion. (See the Prince segment attached.)

Funding doesn't always mean having money to do something — there are plenty of business stages that are "funded" by where they locate, tax credits, etc. Be creative and think multi-layer (more than one source or resource).

**Step 2:**  Identify the financial rules for banks and investors that would impact funding. This could include federal and state funding of various kinds. Some states will have some opportunities and rules, some won't. There are some special ones in Texas for instance. Remember, you can do things without money through barter, alliances, different legal forms, etc. but those have rules also. Of use in this section is the interview with Terry Twomey from Chase

Bank on financing a business and what the bank looks for in terms of financials, management and more https://transcripts.gotomeeting.com/#/s/a122152d1e07709736e22e0621f2b06a17f249b1372e9289faecff3509b7814b

Three Financial Styles - Prince(1).pdf