



Meeting with your bank: What's important!

A plausible business plan

- Does my business plan contain statements, for instance, regarding:
 - my project?
 - my offer's unique selling proposition?
 - my professional and entrepreneurial skills?
 - the market, sector, competition and the resultant marketing and distribution measures?
 - the company organisation, including its legal structure?
- Does my business plan include a financial plan with figures and equity requirement, liquidity, profitability and financing?
- Can I demonstrate my credit rating?
- Does my business plan list the most important statements?
- Can third parties easily understand my business plan?
- Are all the data and figures plausible and realistic?

Convincing manner

- Do I have the ability to present myself in a convincing and competent manner?
- Do I express myself clearly in a way that is understandable?
- Can I coherently explain all of the contents of my business plan?
- Do I have the documents needed to prove my expertise as well as future customers, co-operation or costs?
- Can I respond adequately to any concerns which may be expressed during the meeting?