



# 5 Steps to Closing Cash Flow Gaps

Learn how to stay cash-flow positive in 2016

*Presented by*

Basile Senesi



# 5 Steps to Closing Cash Flow Gaps



- Participants are in a listen-only mode.
- To ask a question during the event, use the chat feature at the bottom left of your screen. Technical questions will be answered by ReadyTalk. Questions for our speakers can be asked at any time and will be answered during the Q&A at the end of the webinar.
- Visit *constructionbusinessowner.com* in the coming days to access the recording of the webinar or download the presentation.

# Who's This Guy Talking?



**Basile Senesi**  
Business Development Manager



**90% of small business failures are  
due to cash flow problems.**

**60% of those were profitable at the time,  
just ran out of cash.**

— Dun & Bradstreet





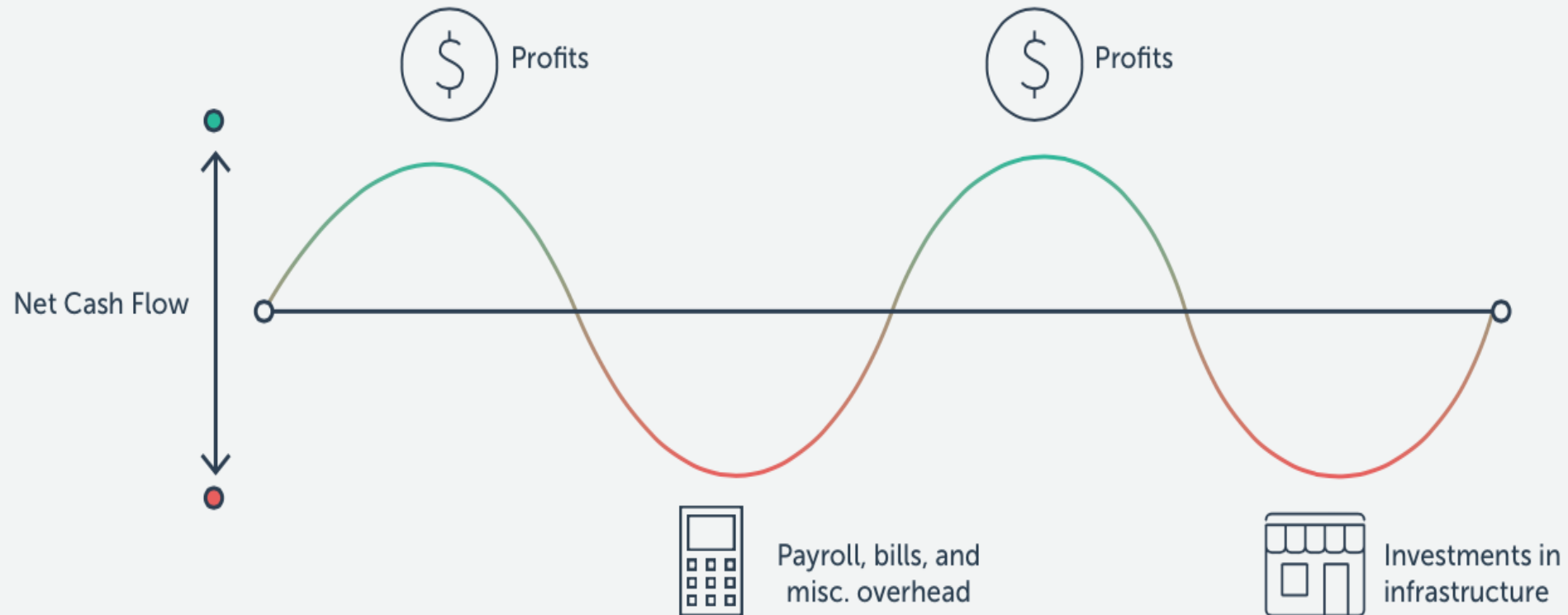
**64% of small businesses have invoices  
that had gone unpaid for at least 60 days.**

— National Federation of Independent Businesses

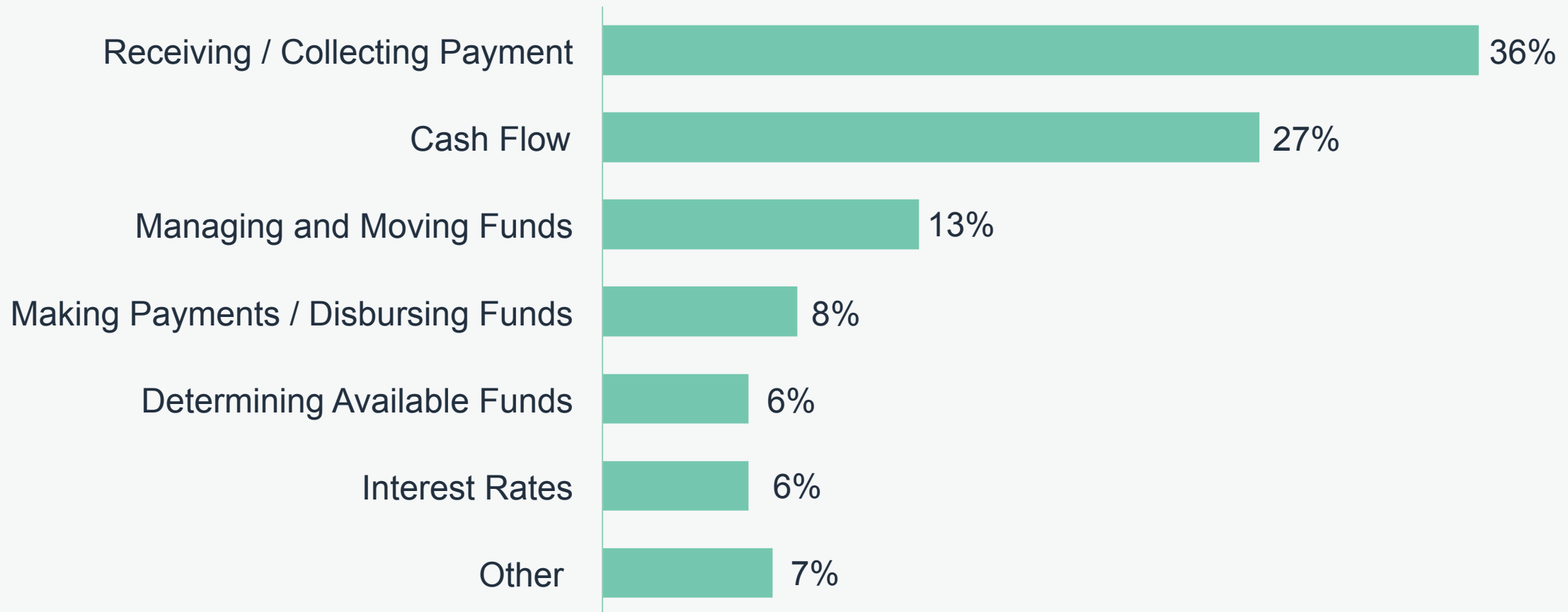


# The Problem with Net-30/60/90

General wisdom says a business should have at least **3 months of cash** on hand to cover all operating expenses.



# The Top Cash Management Challenges



NEWS

## Late payment threatens to 'undermine economic recovery', IoD warns

BY WILL GREEN | 20.01.2015

### THE LATE-PAYMENT PLAGUE IS GETTING WORSE



By PYMNTS @pymnts

What's Next In Payments®

6:15 AM EDT January 30th, 2015



59

The Turnaround Ace

## To Improve Cash Flow, Stall Payments to Vendors

By George Cloutier | October 27, 2009

# 5 Ways to Close Cash Flow Gaps with Technology



1

TIME  
TRACKING

2

ONLINE  
INVOICING

3

ONLINE  
PAYMENTS

4

INVOICE  
FOLLOW UP

5

SEEK  
FINANCING

# 1. Time Tracking



## Cash Flow Starts Before the Invoice

- Manage operations effectively
- Determine who owns the invoice and who completed which job
- Track time accurately
- Estimating



# How are you tracking your time?



## Benefits of Time Tracking

- Easy to switch from project to project
- Daily email summaries
- Helpful in adjusting resources
- Create more accurate estimates
- Increased pipeline management

**On average, businesses lose  
7% of annual revenue when  
employees misreport time.**

**— clicktime.com**



## 2. Online Invoicing



- Emailing invoices has many advantages and can impact the time it takes to get paid
- Many solutions available:



# Are you sending electronic invoices?



## Benefits of e-Invoicing

- Instant and secure delivery of invoices
- Less time spent processing invoice
- Cost reduction
- Convenience for your customers
- Automated follow up

**25% of businesses reported  
e-invoicing reduced the number  
of days outstanding.**

**— Billentis, 2014**

# 3. Accepting Online Payments

- Even if you offer net terms, if you send an electronic invoice, it is best practice to accept payment electronically
- Many solutions sync directly with your accounting solution





# What about accepting online payments?

## Benefits of Online Payments

- Control how customers pay
- Invoices and payments can be automatically reconciled
- Create recurring payments
- Accept ACH Bank Transfers, multiple credit cards and foreign currency
- Payments in 2 to 3 days

**People who use QuickBooks  
Online with Payments  
get paid on average twice as fast  
as those who don't.**

**— Intuit, November 2014**



## 4. Invoice Follow Up

- Automated invoice follow up can help decrease days in late payment
- If you set up late fees (or reward for paying early), automated reminders will help communicate this
- Many tools available:



InvoiceSherpa







# Have you thought about how to follow up?

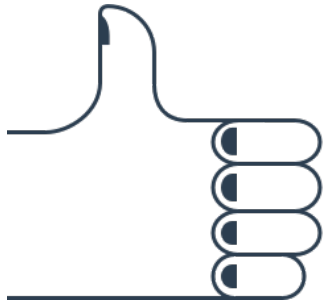
## Benefits of Invoice Follow Up

- Automated
- Customized reminders by customer type
- Integrates with your accounting program
- Collect payments from reminder

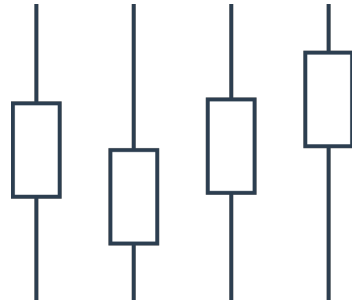
**Invoice follow-up will  
reduce your DSO by  
an average of 18 days.**

**— AR Collect**

# Other Ways to Update Your Process



Please  
& Thank You



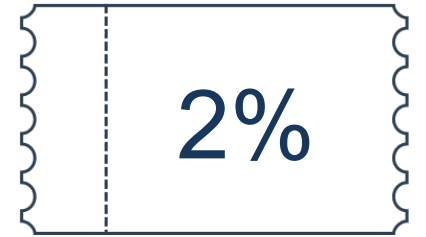
Customized  
Details



Days vs. Net



Interest Fee



Incentives



## 5. Seek Financing

- No need to always wait to get paid—  
**Take control of your cash flow** and seek other forms of financing
- 80% of small business owners seek alternative financing online before going the traditional route like bank loans
- Get the capital you need to make payroll, buy supplies or cover unplanned expenses



# Traditional Financial Solutions



**LINE OF CREDIT**

**BANK LOAN**

**FACTORING**

**CREDIT CARD**

# Online Financing Alternatives



**LINE OF CREDIT**

**LENDING  
MARKETPLACE**

**ONLINE  
FACTORING**

**INVOICE (A/R)  
FINANCING**





# An Alternative: Meet Fundbox



Create your free account  
at [fundbox.com](https://fundbox.com)

There's no obligation and it  
takes seconds



Connect your accounting or  
invoicing system

We work with all of the major  
systems and many more.



We'll deposit the funds in your  
bank account next business day.

It's that fast!



HARVEST



// I can continue to write checks  
to run my business and I know  
the money will be there. //

Jeff Miller  
Greenway Waste & Recycling

// Your growth is limitless if you have  
the capital to do what feels right  
for your business. //

Jason Poole  
Preservation & Co.



**WEBINAR  
SPECIAL:**  
Clear first  
invoice FREE!

# **FUNDBOX**

## **Product Demonstration**



HOW IT WORKS

PRICING

ABOUT US

LOGIN

SIGN UP

(855) 572-7707

# Overcome Cash Flow Gaps. Get Paid Instantly.

Fundbox offers business owners a simple way to fix their cash flow by advancing payments for their outstanding invoices.

The screenshot shows the Fundbox dashboard for a user named 'Awesome Catering'. It displays the current Fundbox credit balance of \$12,500 out of \$25,000 and an upcoming payment of \$750.00 due on May 26, 2015. Below this, there are tabs for 'INVOICES' (56) and 'ADVANCES' (12). A table lists several invoices with their details, including invoice numbers, descriptions, issue dates, and amounts. A large play button is overlaid on the table.

Invoice	Issued / Due	Amount	Action
#1003 Tony's World Class Pizza May 11, 2015	Issued 12 days ago	\$930 <sup>75</sup>	CLEAR THIS INVOICE
#1004 Bruno's Cafe May 13, 2015	Issued 12 days ago	\$2,025 <sup>00</sup> Out of \$4200	CLEAR THIS INVOICE
#1009 Joe's Construction store May 15, 2015	Issued 12 days ago Due in 78 days	\$3,167 <sup>50</sup>	CLEAR THIS INVOICE
#1017 Medo's decos May 20, 2015	Issued 7 days ago Due in 24 days	\$1,167 <sup>00</sup>	CLEAR THIS INVOICE
#1018 MSTHS May 20, 2015	Issued 7 days ago Due in 53 days	\$172 <sup>25</sup>	CLEAR THIS INVOICE

Enter your details

or [Login](#)

smithconstruction@fundbox.com

(123) 456-7890

.....

.....

START CLEARING INVOICES




Ask us anything...

Add Your Invoices : Fundbo x

Fundbox, Inc. [US] https://fundbox.com/connect

☆

☰

FUNDBOX

(855) 572-7707 smithconstruction@fundbox.com


# Just click below to add your invoices


Start clearing in less than 24 hours


ADD YOUR INVOICES


Over \$253 Million in unpaid invoices processed and tens of thousands of happy customers


We work closely with these great partners (and many others)


intuit QuickBooks.


FRESHBOOKS  
cloud accounting


xero

HARVEST

wave

clio

invoiceasap

Sage One

LEARN HOW COLAB COOPERATIVE IS USING FUNDBOX TO GROW

Ask us anything... ^

⌵

⌵

⌵

⌵

Add Your Invoices : Fundbo x

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Fundbox, Inc. [US] https://fundbox.com/connect

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FUNDBOX

(855) 572-7707

smithconstruction@fund...

Just click below to add your invoices

Where should we pull the invoices from?

QuickBooks

qb

Connect to QuickBooks

FreshBooks

FRESHBOOKS

cloud accounting

Xero

xero

Harvest

HARVEST

InvoiceASAP

invoiceasap

Wave

wave

Clio

Clio

Sage One

Sage One

Your data is secured using the highest available standards. None of your data is shared with any third party.

[Why is my accounting app required?](#)

LEARN HOW COLAB COOPERATIVE IS USING FUNDBOX TO GROW

Ask us anything...

unpaid invoices  
s of thousands  
customers

ge One

⋮

Add Your Invoices : Fundbo

✕

←

→

↻

🔒

Fundbox, Inc. [US]

https://fundbox.com/connect

☆

☰

FUNDBOX

🔒

https://appcenter.intuit.com/Connect/Begin?oauth\_token=qyprdhbUarTdHxSqKC6YMMrBU7aRSJxDh...

intuit.

Don't have an account? [Sign up now.](#)

Sign in

Email or user ID

smithconstruction@fundbox.com

Password

.....

☒ Remember me

Sign In

[I forgot my user ID or password](#)

unpaid invoices  
of thousands  
customers

One

Ask us anything...

COMPOSE

Inbox

Starred

Sent Mail

Drafts

All Mail

► Circles

More ▾

Your Fundbox account is ready!

Inbox x



**Fundbox Onboarding Team** <onboarding@fundbox.com>  
to Smith Construction ▾

Feb 19 (1 day ago) ☆



YOUR ACCOUNT IS READY

Receive up to \$1000 in your bank account in 24 hours.

LOGIN TO YOUR DASHBOARD

Congratulations! Your business data was successfully imported. You're now ready to clear your first invoice.

[Login to your dashboard](#) to select and clear your first invoice.

**Need Help?**





Any questions? Call us: (855) 572-7707



Smith Construction

Last updated: 8 minutes ago

Your Available Fundbox Credit

\$31,821<sup>32</sup> of \$50,000<sup>00</sup>



Upcoming Payment

\$1,276<sup>75</sup>

Feb 10, 2016

INVOICES

10

IN REPAYMENT

7

ADVANCES

Sort by Availability

Search Invoices



PAYMENTS

SETTINGS

Invoice

Issued / Due

Amount

#124

Avologi Logics  
Dec 06, 2015

Issued 2 months ago  
Due in a month

\$24,268<sup>47</sup>

CLEAR THIS INVOICE...

#121

Byzeta  
Dec 20, 2015

Issued 2 months ago  
Due 19 days ago

\$14,619<sup>85</sup>

CLEAR THIS INVOICE...

#128

Dezaro Magic  
Dec 10, 2015

Issued 2 months ago  
Due a month ago

\$5,935<sup>68</sup>

CLEAR THIS INVOICE...

#FL-51

Fab Lawns

Issued 2 days ago  
Due in 12 days

\$5,000<sup>00</sup>

Out of \$6,526.00

CLEAR THIS INVOICE...

?



Fundbox Dashboard

https://staging.fbx.im/dashboard/web/credit/invoices/lv8ljQ

Smith Construction

Last updated: 8 minutes ago

Your Projected Fundbox Credit

\$17,201<sup>47</sup> of \$50,000<sup>00</sup>

INVOICES10

IN REPAYMENT7

ADVANCES

Sort by Availability

PAYMENTS

SETTINGS

Invoice	Issued / Due
#124 Avologi Logics Dec 06, 2015	Issued 2 months ago Due in a month
#121 Byzeta Dec 20, 2015	Issued 2 months ago Due 19 days ago
#128 Dezaro Magic Dec 10, 2015	Issued 2 months ago Due a month ago
#FL-51 Fab Lawns	Issued 2 days ago Due in 12 days

Clear Invoice #121

Byzeta

You Get

\$14,619<sup>85</sup>

In your bank account

→

You Pay

\$15,471<sup>94</sup>

Inc. \$852<sup>09</sup> Clearing Fee

Number of weekly payments

12

Each weekly payment

\$1,289<sup>32</sup>

First payment due date

Feb 24, 2016

Last payment due date

May 11, 2016

☐

By checking this box I confirm I have read and agree to the Fundbox clearing agreement which includes important terms regarding my rights related to fees, dispute resolution (including liability and individual arbitration) and governing law.

CONFIRM

Funds will be sent today and are expected to arrive in your bank account tomorrow

?

Fundbox Dashboard

https://staging.fbx.im/dashboard/web/credit/invoices/At8I1Q

FUNDBOX

Smith Construction

Last updated: 3 minutes ago

ADVANCES

PAYMENTS

INVITE

SETTINGS

Your Projected Fundbox Credit

\$46,535<sup>00</sup> of \$50,000<sup>00</sup>

INVOICES2

IN REPAYMENT0

Sort by Availability

Invoice	Issued / Due
#153 Farmville Feb 12, 2016	Issued today Due in a month
#153 AMPM near kalisher Feb 12, 2016	Issued today Due in a month

where should we deposit your money?

Choose Your Account Type

Business

Personal

Smith Construction

012345678901

012345678901

121000248

☒ I confirm all the details

☒ By checking this box I confirm I have read and agree to the Fundbox clearing agreement which includes important terms regarding my rights related to fees, dispute resolution (including liability and individual arbitration) and governing law.

CLEAR THIS INVOICE

Funds will be sent today and are expected



Smith Construction

Last updated: a few seconds ago

Your Available Fundbox Credit

\$46,535<sup>00</sup> of \$50,000<sup>00</sup>



Upcoming Payment

\$305<sup>57</sup>

Mar 2, 2016

INVOICES

1

IN REPAYMENT

1

ADVANCES

Sort by Status

Search Advances



PAYMENTS

INVITE

SETTINGS

Advance Details

Activity

Left to Pay

#153  
Farmville  
\$3,465<sup>00</sup>

Next Payment:  
\$305<sup>57</sup>

11 payments left

Ends on May 11, 2016

\$3,361<sup>38</sup>

Inc. \$185<sup>13</sup> in fees

PAY REMAINDER



Fundbox Dashboard

https://staging.fbx.im/dashboard/web/credit/advances/AJo3uw

FUNDBOX

Smith Construction

Last updated: a few seconds ago

ADVANCES

PAYMENTS

INVITE

SETTINGS

Your Available Fundbox Credit

\$46,535<sup>00</sup> of \$50,000<sup>00</sup>

INVOICES1

IN REPAYMENT1

Sort by Status

Advance Details	Activity
#153 Farmville \$3,465 <sup>00</sup>	Next Payment: \$305 <sup>57</sup> 11 payments left Ends on May 11, 2016

Pay Advance Remainder

#153 Farmville

You Pay

\$3,193<sup>07</sup>

→

You Save

\$168<sup>31</sup>

In fees

Remainder Payment Date

Mar 2, 2016

Updated Upcoming Payment

\$3,193<sup>07</sup>

PAY REMAINDER ON MAR 2, 2016



Fundbox Dashboard

https://staging.fbx.im/dashboard/web/credit/advances/AJo3uw

FUNDBOX

Smith Construction

Last updated: a few seconds ago

ADVANCES

PAYMENTS

INVITE

SETTINGS

Your Available Fundbox Credit

\$46,535<sup>00</sup> of \$

INVOICES

Sort by Status

Advance Details

Activity

#153 Farmville

\$3,465<sup>00</sup>

Next Payment:

\$305<sup>57</sup>

11 payments left

Ends on May 11, 2016

Pay Advance Remainder

#153 Farmville

You Pay

3,193<sup>07</sup>

→

You Save

\$168<sup>31</sup>

In fees

Remainder Payment Date

Mar 2, 2016

Updated Upcoming Payment

\$3,193<sup>07</sup>

PAY REMAINDER ON MAR 2, 2016

staging.fbx.im says:

Your account will be debited \$3193.07 on March 02, 2016.

Click OK to confirm.

Cancel

OK

?

# Q&A Session



Thank you for attending!  
To contact today's presenter:

Basile Senesi

[Basile.Senesi@fundbox.com](mailto:Basile.Senesi@fundbox.com)

(650) 437-7291

Visit [fundbox.com/cbo](https://fundbox.com/cbo)

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