

# Dallas International Trading and Solutions, LLC

Creative Financing for  
Innovative Entrepreneurs

Small Business/Entrepreneurs  
Information Session

May 28, 2015

Hosted by U.S. Rep G.K.  
Butterfield



# My Story

- 71 Countries
- 34 Years
- 25 Supervisors
- 19 Moves
- 5 Continents
- Retirement 2010!

# My Story

- London Calling...Vitol
- Geneva Calling...Puma



# Analyzing Your Network!

## 5 Steps

### **Your Network, Realized and Unrealized is a Valuable Asset!**

- 1. Measure It:** Size, Recency, Frequency/Quality of Personal Contact
- 2. Categorize It:** **Business**, Social, Global, Political, Charitable, Family, Travel, Intellectual Interests, Creative Interests
- 3. Calculate the Benefit:** Sales Leads Produced, Introductions Made, Business Opportunities Created, Appointments Triggered

# Analyzing Your Network!

## 5 Steps

- 4 Identify Blank Areas of Need
5. Target Specific Organizations, People, or Interests to expand and fill in

# Analyzing Your Network!

## 2 Key Points

# Remember The Following Key Elements

- A Think of these steps as part of your Business Development efforts
- B Nurture your network by Helping Others in your Network and maintaining Periodic Contact

# Your Network: Review and Invite

## How big is your network?

A-4,000 entries!

B-Categorize where feasible

C-Do they fit your Business Partner Profile?  
Social Profile?

D-Fill in the Gaps with positions that can boost  
your business.

# In 10 minutes!

- 1 Former Head of NSA
- 2 Former U.S. Ambassadors
- 2 Federal Court of Appeals Judges
- 3 U.S. Representatives
- 2 U.S. Senators
- 3 Four Star Generals
- 5 College Presidents
- 4 Former CEOs
- 6 Entrepreneurs

# BCCA Network Mining

Developers	Companies with Workforce Housing Needs	Large Employers	?
Lenders	Business Owners	?	Private Equity/Venture Capital/Angel Investors
Social Interests	?	School Districts/Colleges	Wealth Management Firms
?	Govt Program Managers	Diverse Ethnic/Racial/ Language/Religious	Civic Connectors

# EB5

- People in foreign countries are “lying, dying, stealing, hopping on rickety boats, hiding in oxen drawn carts, stowaways on ships, marrying for citizenship, etc. to get into the U.S.”
- The U.S. is still the land of opportunity as seen from afar
- Flight to safety, both physically and financially

# Immigrant Investor Visa Program EB5 Program

- Created by the Immigration Act of 1990- stimulate the U.S. economy
- \$1,000,000 minimum investment by foreign national except,
- \$500,000 for Targeted Employment Areas(TEA) as defined by the Office of Management and Budget(OMB)
- Business may be new or existing and must create 10 new jobs within 2 years

# Immigrant Investor Visa Program EB5 Program

- TEA's must be outside of a Metropolitan Statistical Area(MSA) or a city/town of greater than 20,000 population
- Secondary jobs, such as those created to supply the EB5 investment, may be counted in the 10 jobs created requirement
- Foreign Nationals may invest in troubled companies(at least 2 years old) under a preservation of jobs concept

# Immigrant Investor Visa Program EB5 Program

- Investment may be in the form of inventory, other tangible property, cash and cash equivalents or debt assumption secured by collateral
- A state-wide Third Party Managed Investment Company exists for the Carolinas that targets: Technology, Health Services, Tourism, Manufacturing and Trade, Automotive Research and Mixed-Use Development

# Exporting Your Goods and Services

Exports-Type	2013	2012	% Change
Goods and Services	\$ 2.3 Trillion	\$2.2 Trillion	2.8
Goods only	\$1.590 Trillion	\$1.561 Trillion	1.9
Services only	\$ 682 Billion	\$649 Billion	5.1

# Exporting Your Goods and Services

- You'll Be funding your business through Global Sales, bringing new dollars into your area
- American Products have a certain cachet or "swagger" appeal (Coke shirt in the Congo!)
- Brokers, Importers abroad are always seeking that new or unique item or service
- It's easier than it seems! U.S. Dept of Commerce is targeting growth in Foreign Direct Investment (FDI) and Exports , SelectUSA , African Leaders Summit

# Exporting Your Goods and Services

- Ensure you “Dollarize” your contracts, i.e. receive payment in dollars! Recall that OPEC crude oil deals are denominated in dollars removes the risk of currency devaluation
- Purchasing Power Parity-the movement of inflation and currency appreciation/depreciations will tend to work to steady real currency value

# Network Expansion Contacts

- Facebook
- LinkedIn
- U.S. Dept. of Commerce-Exp Assistance Center  
Shirreef Loza 919-281-2752  
Frances Selema 919-281-2753
- NC Department of Commerce  
(919) 733-4151

# Network Expansion Contacts

- Association for Corporate Growth-  
[www.acg.org](http://www.acg.org)
- Turnaround Management Association  
[www.turnaround.org](http://www.turnaround.org)
- Triangle Business Journal  
[www.bizjournals.com/triangle/](http://www.bizjournals.com/triangle/)
- Various Economic Development Organizations

# Network Expansion Contacts

- Industry Leaders-the IBM and Microsoft story where IBM had a chance to buy Microsoft
- Crowd Funding-  
<https://Fundrise.com>
- Angel Investor Groups  
[www.AngelCapitalAssociation.org](http://www.AngelCapitalAssociation.org)
- ECU-Entrepreneurial Initiatives

# Network Expansion Contacts

- List Marketers-for “accredited investors”  
Dun and Bradstreet
- Private Equity Firms-Understand the targeted profile of each company
- Former CEOs in residence in the 1<sup>st</sup> District and elsewhere
- Carolina Center for Foreign Investment, LLC (CCFI)  
Allen Ballew 864-242-5151

# Questions

- What do investors want to see, really see?
- What causes them to say No? Concerns on:  
Business Plan, Intellectual Property,  
Human Capital, Ethics, Growth, Exit  
Strategy(how are they going to make  
money...)
- Your questions?

Thank You!!



# Creative Financing

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