

START-UP LOANS YOUR PRACTICAL GUIDE

“*Moorgate Finance have been incredibly helpful and hands on throughout the process of securing my finance.*” – Jessica Leng

/ INTRODUCTION TO START-UP LOANS

Running a start-up is exciting, but it often requires upfront investment before revenue begins to flow. From purchasing equipment and stock to investing in marketing and hiring staff, access to the right funding can make the difference between a strong start or early financial strain.

The best start-up business loans provide essential funding to cover crucial expenses such as:



- ✓ Equipment and tools
- ✓ Marketing and advertising
- ✓ Staffing and payroll
- ✓ Stock and inventory
- ✓ Working capital for day-to-day costs

Whether you're launching a small local venture or building an ambitious online brand, a start-up business loan can give you the financial boost needed to get off the ground.

Unlike loans for established businesses, business loans for start-ups are assessed with greater caution by lenders. With no proven trading history or consistent revenue, lenders take a closer look at the individual behind the business and the strength of the business plan.

/ HOW START-UP LOANS WORK

Established businesses can rely on their history to secure funding, with documentation like:

- ✓ Years of accounts
- ✓ Predictable income
- ✓ Trading performance
- ✓ Director's Guarantees

New starts don't have this luxury, so must demonstrate their potential with things like:

- ✓ Detailed Business Plan
- ✓ Cashflow Forecast
- ✓ Homeowner with Valuation
- ✓ Mortgage Value
- ✓ Director Details
- ✓ 6 Months Personal Bank Statements

These requirements are designed to help protect the lender, meaning that preparation is key for start-ups. The more you take the time to understand your personal exposure and prepare the right financial documents, the more efficient you should find the application process.

/ WHAT LENDERS LOOK FOR



Detailed Business Plan

A clear and realistic plan outlining your idea, objectives, products offered, target market, competitors and strategy.

Cashflow Forecast

A 12-36 month cashflow forecast inc. expected income and expenses, loan repayments and sustainability.



Personal & Property Info

Details like homeownership, property valuations, mortgage balances may also be requested.

Director Information

Personal details for with relevant experience, background, credit profile and financial commitments.

Supporting Documents

Anything else that may support your application like 6 months personal bank statements and consent forms.

/ PREPARING FOR SUCCESS

Before applying for a start-up business loan, it's important to thoroughly prepare the documents above. Ensure everything is realistic, and well-structured. Be honest about your risks and how you plan to manage them. Check your personal credit file and correct any errors. Remember that not all lenders are suited to start-ups.

That's why working with Moorgate Finance can change the game. We work with specialist start-up lenders that understand the challenges you face and accept a lack of trading history as a "norm" for your business.

If you're considering a start-up business loan, speaking to one of our exports could help you to understand your options and move forward with confidence.

01908 92 62 62

/ GET IN TOUCH

We understand that Start-up Business Owners need fast, tailored finance solutions to reach their goals.

We're here and ready to help whenever you need us – making sensible, competitive and affordable decisions on business finance with you.

Seize the day and all the opportunities open to you with tailored business funding from Moorgate Finance.



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