



## Business Acceleration Services (BAS)

OVER  
**40** YEARS  
OF IMPACT

colorado  
**enterprise**  
fund

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### purpose of **Business Acceleration Services (BAS)**

Reduce small business risk and support long-term success of CEF borrowers through one-on-one business coaching and training.

### offering **business coaching and training** from experienced consultants who advise on

- business planning
- marketing and sales
- finance and accounting
- human resource and legal issues
- cash flow management and profitability
- technology and business software

### typical **focus areas** for BAS consulting<sup>1</sup>

- marketing to the right target market to get more leads
- improving sales methods to turn leads into new business
- implementing employee accountability to improve performance
- understanding the numbers in your accounting system
- projecting your cash and collecting more of it from customers
- getting your legal house in order: entity status, contracts, disputes

### how **BAS works** with CEF borrowers

- we pair you with a CEF BAS advisor after your loan closing
- we assess the progress of your business from its opening to now
- we diagnose the best next steps to move your business forward
- we work with you to help you reach the success you seek

### what CEF borrowers **get from BAS**<sup>2</sup>

- **Convenience** – we consult with you on your schedule<sup>3</sup>
- **Flexibility** – we tailor our advising to the needs of your business
- **Savings** – most of our one-on-one consulting is minimal or no cost<sup>4</sup>
- **Results** – borrowers who use BAS are more likely to pay off their loans and succeed as small business owners

<sup>1</sup> CEF's BAS advisors provide helpful suggestions of an educational nature that are not intended to mandate or supersede the business practices or decisions of the Company, its owners or managers.

<sup>2</sup> Based on full service engagement after initial 2 hour business assessment with BAS advisor.

<sup>3</sup> BAS advising is available in person, online or by phone, in English or Spanish.

<sup>4</sup> For advising on legal matters, CEF refers borrowers to licensed attorneys who may charge for their services.

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## Want to learn more?

Ready to schedule an appointment with a BAS Advisor?

Contact Robert Anderson, BAS Manager, at **720.473.4071**  
email: [robert@coloradoenterprisefund.org](mailto:robert@coloradoenterprisefund.org)  
online: [coloradoenterprisefund.org/borrower-services](http://coloradoenterprisefund.org/borrower-services)

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