



C4 WorldWide, Inc.
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USE OF FUNDS



While time is money, it's also the grease that lubricates the wheels of commerce. Where it's spent is as important as how much is needed.

In project funding, rarely is all of the needed capital dispersed in a single, initial tranche. At C4, we believe that a well-implemented draw down schedule is critical to the future and success of each project. To that end, we work closely with you to insure that we understand you're your project's particular *Use of Funds* and specific timetable.

When your project moves from Application to Client status, C4 assigns a "Coach" who will accompany your and management team through each phase of compliance and execution – from Due Diligence through achieving established milestones and outcomes. Your Coach has a proven history of business success and can offer wisdom, experience, strategic contacts, and vital thought partnering as the project matures.

One of the client resources at the Coach's disposal is FREE consulting on an "as needed" basis. Consulting may be provided by our own C4 Alchemists group or from outside C4, as determined by the Coach and management team. In either case, C4 will pay for the consultant's daily, weekly, or monthly rate; the Client will pay any travel and hosting expenses associated with the consultant's on site presence.

One of C4's financial success principles is "zero sum accounting." While we never demand that a client institute this or any other strategy, we've observed a recurring phenomenon: When large sums of money sit idle in an account, there is a temptation to spend impulsively on "whatever comes up". However, if the money isn't there and the expenditure is deferred until the next budgeted infusion, a Client is more likely to exercise leaner, more thoughtful fiscal responsibility to insure that the outlay is a real requirement.

These and other best practices are available from your knowledgeable C4 Coach. If your business has a need for capital and fits our humanitarian criteria, you may qualify for consideration.

At C4, our C4 Associates, Alliance Partner and C4 Management Team are dedicated to the success of your enterprise. All we ask is, "How can we be helpful?"