

## Fundability Avatar Problem Statements

- "Every time I grow my business my personal credit takes a hit"
- "I need vehicles in my business name for my new employees"
- "I tried getting an SBA Loan but I couldn't get approved"
- "I keep hearing about business credit but don't know where to start"
- "I want my thriving business to be prepared for an emergency but can't get approved"
- "My own bank keeps denying me for business funding"
- "My own bank denied me for a business credit line"
- "My business has revenue but I keep getting declined for credit cards"
- "I just want a credit card in my business name"
- "My business was approved for a credit card but I need more to grow"
- "I wish my business could buy supplies without maxing out my credit"
- "Business credit is confusing"
- "I've been in business for a while but still haven't built business credit"
- "I don't want to give up equity just to grow my business"
- "I am using personal funds to fund my business"
- "I am using my personal credit cards in my business"
- "My personal credit is all used up by my business"
- "I want to build business credit but don't know how"
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## Title Case (numbered)

1. "Every Time I Grow My Business My Personal Credit Takes A Hit"
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3. "I Tried Getting An SBA Loan But I Couldn't Get Approved"
4. "I Keep Hearing About Business Credit But Don't Know Where To Start"
5. "I Want My Thriving Business To Be Prepared For An Emergency But Can't Get Approved"
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8. "My Business Has Revenue But I Keep Getting Declined For Credit Cards"
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16. "I Am Using My Personal Credit Cards In My Business"
17. **"My Personal Credit Is All Used Up By My Business"**
18. "I Want To Build Business Credit But Don't Know How"