

**STARTUP**  **WACO**

**kiva**

Startup Waco aims to build an inclusive and powerful entrepreneurial ecosystem that bridges the racial and socioeconomic gaps within our community so that every entrepreneur has the tools and expertise needed to succeed.

*Excerpt from the Startup Waco Mission Statement*



# Kiva | Crowd-Lending

People for People

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**\$1 000 - \$15 000**

kiva

**ZERO  
INTEREST.  
ZERO FEES.  
EXTENDED  
GRACE PERIOD.**

Apply for a small business loan today at

**[KIVA.ORG/BORROW](https://www.kiva.org/borrow)**

# Solution: First Rung of the Financial Ladder

First Rung = Missing Micro

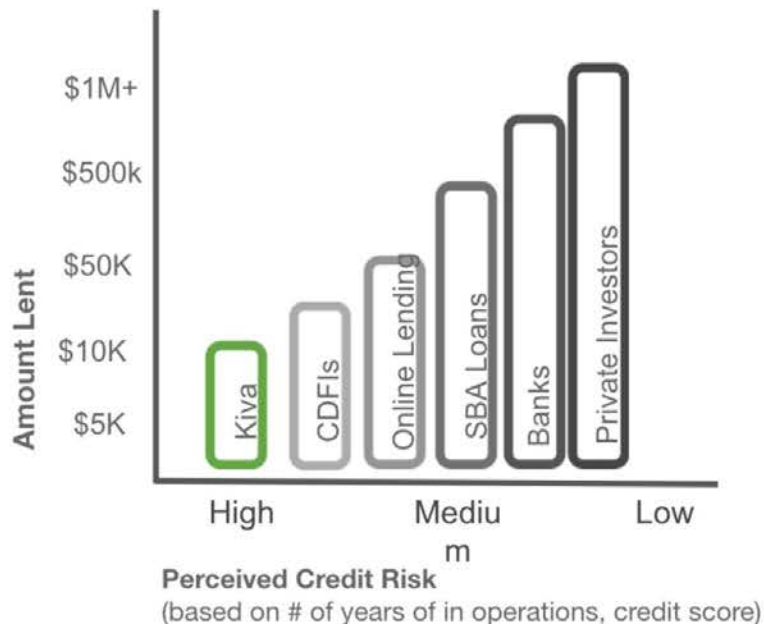
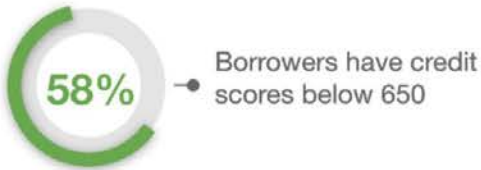
## BRIDGING THE GAP

Kiva acts as a first-rung on an otherwise inaccessible financial ladder, creating an important new path to financial mainstream.

### WOMEN AND MINORITIES



### THE CREDIT INVISIBLE



# How we do it: Kiva Hubs

A plug-in ending solution for financial inclusion

Kiva offers its **plug-in microlending platform** to make capital accessible to financially excluded business owners. **CDFIs, City Governments & technical assistance providers** have a track record of leveraging Kiva to expand their impact.



# What Makes Kiva Different as a Crowdfunding Platform

	Typical Crowdfunder	Kiva
<b>Type of Funding</b>	Donation - campaigners keep most the funds they raise	Loan - borrowers repay the amount they raise
<b>Fees</b>	4-10% in fees	0% interest, \$0 in fees
<b>Goal Setting</b>	Can set any goal - \$1,000 up to \$1,000,000 or more  Do not have to meet the goal to get the funds	Loans are between \$1,000 - \$15,000  Borrowers must raise the full amount of their loan
<b>Success Rate</b>	20%	95%
<b>% of Campaign Raised by Entrepreneur's Community</b>	80%	20-30%
<b>Support</b>	No support	<ul style="list-style-type: none"><li>- Editing profile</li><li>- Getting connected to resources</li><li>- Pre-made campaign tools</li></ul>

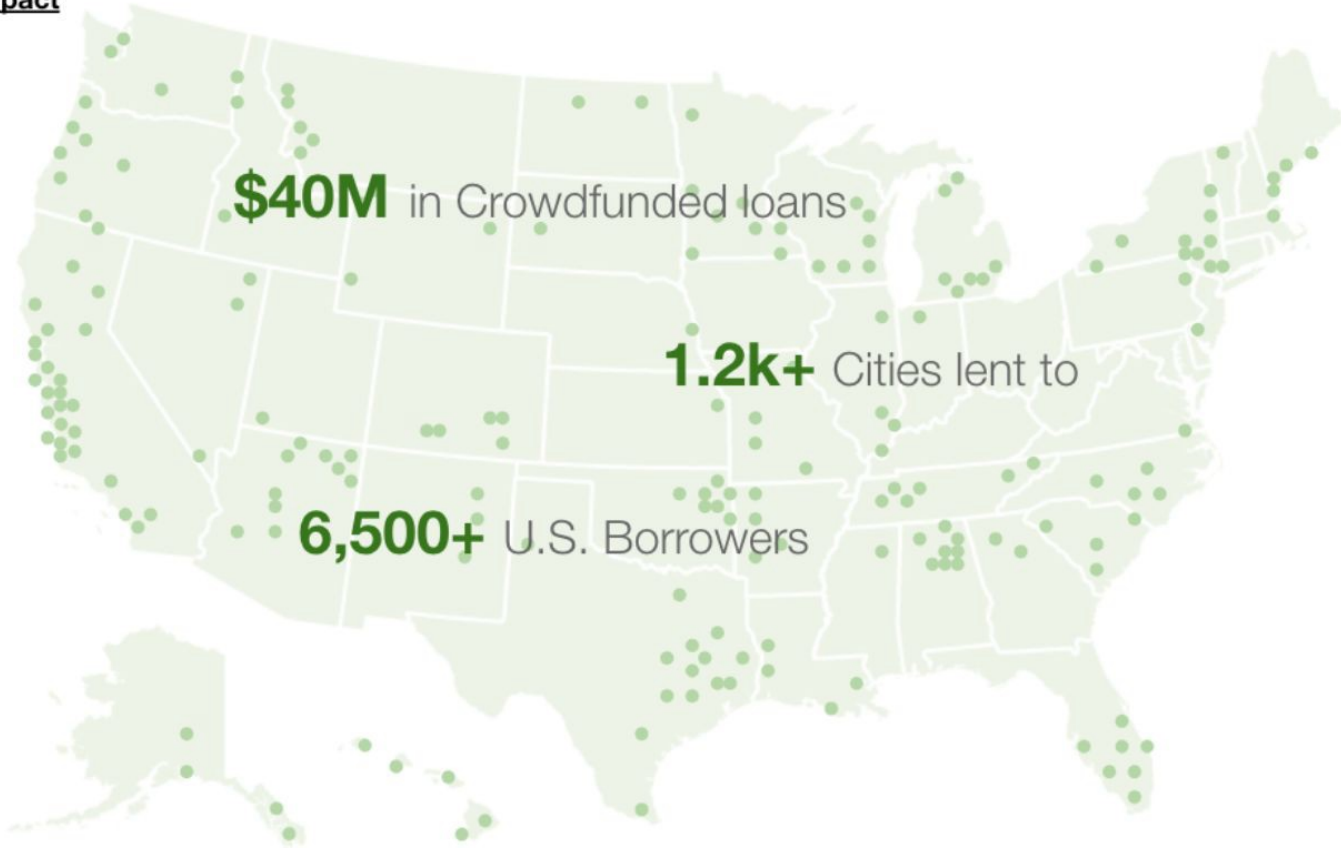




- **Birmingham, AL**, Urban Impact
- **Chattanooga, TN**, Company Lab
- **Clarksdale, MS**, Higher Purpose
- **Delray Beach, FL**, Florida WBC
- **Denver, CO**, Colorado Lending Source
- **Fayetteville, Arkansas**, Startup Junkie
- **Fort Wayne, IN**, The NIIC
- **Hawaii, The Kohala Center**
- **Phoenix, AZ**, Ignite powered by BBB
- **Puerto Rico**, Causa Local
- **Oakland, CA**, Centro Community Partners
- **Oklahoma City, OK**, Progress OKC
- **Salt Lake City, UT**, Women's Business Center of Utah
- **San Jose, CA**, San Jose SBDC
- **Stockton, CA**, Stockton Impact Co
- **Tucson, AZ**, Growth Partners AZ
- **Waco, TX**, Startup Waco
- **Baltimore, MD**, Baltimore Corps
- **Bronx, Brooklyn, Manhattan, Queens, Staten Island NYC, NY**, Business Solutions Centers
- **St. Louis, MO**, WEPOWER
- **Cleveland, OH**, ECDI
- **Columbus, OH**, OH SBDC
- **Detroit, MI**, Build Institute
- **Erie, PA**, City of Erie
- **Indianapolis, IN**, Bankable
- **Madison, Milwaukee, WEDC Main St, West Allis, WI**, WWBIC
- **Pittsburgh, PA**, Riverside Center for Innovation
- **Rochester, NY**, City of Rochester
- **York, PA**, City of York



**Kiva US Impact**





## Project Term

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Program runs from mid-December 2020 through **mid-Summer 2021**

## Project Goal

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To effectively pilot this initiative, we aim to fund a minimum of **10 loans** on the platform, with majority MWBE

## Proposed Funding Requirements & Sources

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### **Kiva Hub Fee**

\$2Sk (Year 1)

*\$10k raised by Startup Waco*

*\$1Sk committed from Kauffman Foundation*

### **Capital Asset Manager**

\$12.Sk (Year 1)

*Paid for by Startup Waco*

### **Loan Match Fund**

**\$50k (for project term)**

*Program would require business owners to raise 50% of their determined loan amount, with city funds providing a 50% match*



# QUESTIONS?



[startupwaco.com](http://startupwaco.com)