



Loans that change lives

#### FIRST STEP TO ENTREPRENEURSHIP AND BUSINESS OWNERSHIP

Kiva is an online crowdfunding program that provides 0% interest loans to entrepreneurs and start up businesses. Anyone can become a Kiva lender and help to make entrepreneurship more inclusive by loaning as little as \$25 to women, people of color, immigrants, veterans, and lower income entrepreneurs and business owners. Kiva borrowers and Kiva lenders come from all around the world and we are excited to partner with Kiva to help grow our local entrepreneurial community.



#### STEP 1 - LOAN APPLICATION

Good applications have:

- A clear business story
- A great photo
- A strong online presence

All applications are reviewed prior to posting

#### STEP 2 - (1-15 DAYS)

- Private fundraising period
- Gather 10-35 friends and family to each lend as little as \$25
- Prove your own community trusts you, before borrowing from the Kiva community

#### STEP 3 - (1-30 DAYS)

- Public fundraising period
- Your application is Live on Kiva's platform
- Visible to 1.7 million lenders from the global Kiva community

#### STEP 4 - REPAYMENT

- Funds disbursed within five days of fully funding
- 1st re-payment due 30 days after disbursal
- Regular monthly repayments thereafter

#### QUICK LOAN FACTS

0 % interest loans from \$1,000 - \$10,000 | No fees  
Term up to 36 months | Crowdfunded by borrower's personal  
and professional network as well as Kiva's lenders

#### POSSIBLE USES

Purchase or upgrade equipment | Business  
management software | Working capital for inventory  
Space renovation | Certificate & licensing  
Tradeshow/Market booths | Website or marketing





**Laurel - The Ugly Apple** *Madison, Wisconsin*  
A loan of \$8,000 helped Laurel buy equipment and a generator for her food cart.



**Yisrael & Melanie - MO'Wyz, Mobile Garment Concierge** *Madison, Wisconsin*  
A \$3,500 loan helped purchase a new embroidery machine, tailoring supplies and provided some needed upgrades for their delivery vehicle.

### Eligibility for a Kiva Loan

A Kiva borrower must:

- Be at least 18 years old
- Use the loan for a legal business
- Not currently be in bankruptcy or foreclosure
- Not currently be in a business involved in multilevel marketing

### Underwriting Guidelines

Kiva reviews a variety of factors including:

- Personal and business finances
- Online presence
- Character references
- Photo quality
- Loan narrative quality

### Loan Size & Term General Guidelines

#### \$1,000 (12 months)

- Pre-revenue business
- 0-6 months in operation
- No online presence
- Endorsed by Kiva Trustee

#### \$2,000 - \$5,000 (18 - 24 months)

- Cash flow positive
- 6 months - 2 years in operation
- Basic online presence
- Endorsed by Kiva Trustee

#### \$6,000 - \$10,000 (36 months)

- Profitable or established business
- 2-10+ years in operation
- Strong online presence
- Endorsed by top Kiva Trustee

### Kiva Lending\*

**Kiva loans fully funded:**

- Global \$1.25 Billion
- U.S. \$29 Million
- Wisconsin \$1,224,900

**Kiva borrowers:**

- Global: 3.1 Million
- U.S. 5,435
- Wisconsin 216

**Kiva lenders:**

- Global 1.8 Million
- U.S. 225,212
- Wisconsin 15,300

*\*through December 2018*

### Want to get involved?

**Borrowers:** Apply at [kiva.org/borrow/wwbic](http://kiva.org/borrow/wwbic)

**Individuals:** Become a lender for as little as \$25

**Corporations:** Become a trustee or provide matching fund support

### Questions?

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**kiva**  
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