Online Lending

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Current Lending Market
Demand

Situation:

- Loans of $100,000 and under account for 90% of small business loans.\(^1\)
- Online lenders currently provide approximately 18% of small business loans and this number is growing.\(^2\)

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Current Lending Market
Time Consuming Process

Situation:
- On average, a small business owner spends 24 hours researching and applying for credit.\(^3\)

Solution:
- Create an online loan application.

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Current Lending Market
Ambiguity in Online Process

Situation:
- Some online lending is *extremely* costly and terms can be unclear to borrowers.

Solution:
- Responsible, mission-based lenders to provide affordable loan capital. Borrowers are informed (educated) on loan terms and conditions upfront.
The Online Process

Simple 4-Step Process:
1. Answer questions to help identify your financing need
2. Complete a simple online application
3. Receive decision
4. Receive loan