

# SMALL BUSINESS FINANCE FORUM



## 5 Myths of Business Lending Innovation

**ACCION**

**CRF**  
USA®



Capital for Communities –  
Opportunities for People®

**DemystData**

  
**salesforce.org**

*Lead Sponsor*

**JPMORGAN CHASE & CO.**

**OPPORTUNITYFINANCE**  
NETWORK 

# Our Mission

Empowering our stakeholders to accelerate impact in their communities in a whole new way.



## Technology

Delivering the world's best nonprofit and educational technology solutions at affordable rates.



## Community Engagement

Inspiring volunteerism, augmenting employee giving through donation matching, and fostering the power of community collaboration.



## Strategic Grants

Re-investing in the community through strategic grants in education, workforce development and technology innovation.

A global force for good.



*Myth #1*

**The only barrier to scale is the absence of technology.**

*Myth #2*

**For mission-based lenders,  
passion to serve more people  
outweighs fear of change.**

*Myth #3*

**Only organizations with large technology budgets can innovate.**

## *Myth #4*

**Technical expertise is the most important element of a digital transformation project.**

*Myth #5*

**The presence of this new technology will be the main driver of change in your organization.**

# Thank You!

- Kate Mirkin, Director of Product Marketing, Salesforce.org
  - [kmirkin@salesforce.com](mailto:kmirkin@salesforce.com)
- Shaolee Sen, EVP, Accion in the U.S.
  - [ssen@accion.org](mailto:ssen@accion.org)
- Patrick Davis, VP of Program Strategy and Development, Community Reinvestment Fund
  - [Patrick@crfusa.com](mailto:Patrick@crfusa.com)
- Prashant Reddy, Director of Strategic Accounts, DemystData
  - [preddy@demystdata.com](mailto:preddy@demystdata.com)



# Resources from Salesforce.org



- <http://www.salesforce.org/help/power-of-us-hub/>
- <http://www.salesforce.org/nonprofit/unlock-power-salesforce-platform-ebook-download/>

# Collaboration + Technology Example: Connect2Capital

Connect2Capital

## Meet Your Small Business Partner

Use our intelligent match-making system to get connected to a community lender who offers transparent financing options and business advisory services.

**GET STARTED**

We work with partners across the country to identify businesses that are seeking financing and business counseling.

Connect2Capital is an intelligent match-making system that learns about you and your business and connects you to a community lender with products and services that meet your needs.

COMMUNITY LENDERS

Our network of community lenders are committed to providing responsible and transparent financing options and business advisory services to help your business grow and thrive.

OPPORTUNITY FINANCE NETWORK™

# Simplifying the Search Process

Connect  Capital

Help us find the right loan for you




How much do you want to borrow?

\$

When do you need financing by?

Please select...

Do you have a business plan? 

Yes  No

What will you use the loan for?

Please select...

Do you have collateral to support the loan? 

Yes  No

Continue 

 SECURE SERVER

OPPORTUNITY FINANCE NETWORK™

SMALL BUSINESS  
FINANCE FORUM



# A Marketplace Approach

**REFINE RESULTS**

How much do you want to borrow?  
\$ 75,000

What will you use the loan for?  
Working Capital

Projected revenue this year  
\$250,000 - \$500,000

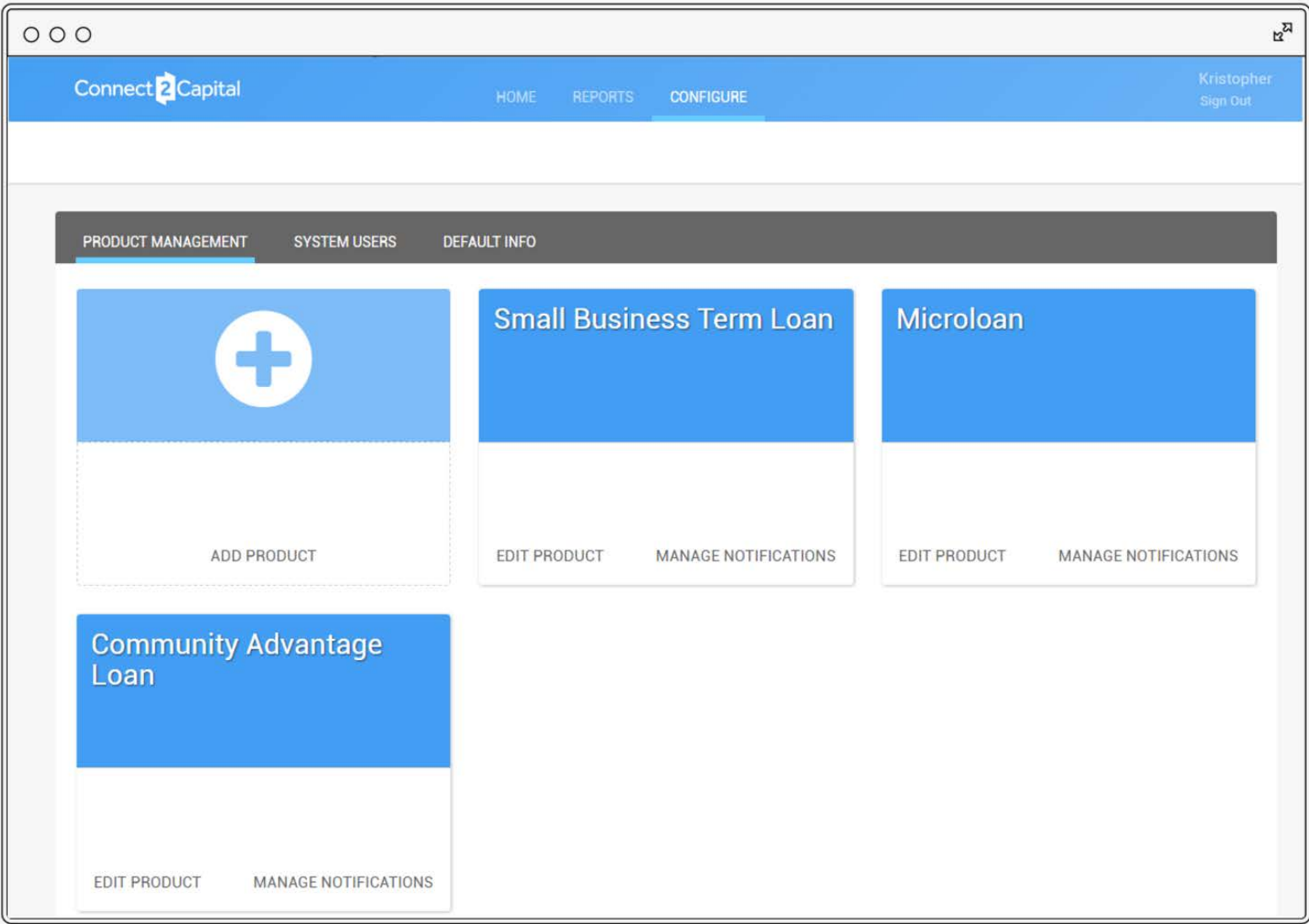
**UPDATE**

**YOUR MATCHES**

Lender	Product	Loan Size	Terms	Interest Rate	
Lender Fund	Community Advantage Loan	\$25,000 - \$250,000	Up to 10 year terms available	6% - 9.25%; Variable	<a href="#">CONTACT LENDER</a>
City Fund	Term Loan	\$25,000 - \$150,000	Up to 5 year terms available	8% Fixed	<a href="#">CONTACT LENDER</a>
ExpandNow	Flex Term Loan	\$20,000 - \$150,000	36 month term; up to 10 year amortization with balloon payment at maturity	12% fixed interest rate	<a href="#">CONTACT LENDER</a>

OPPORTUNITY FINANCE NETWORK™

# Managed Product Matchmaking



OPPORTUNITY FINANCE NETWORK™

# Self-Defined Parameters

Connect2Capital HOME REPORTS CONFIGURE Kristopher Sign Out

## Geographic Eligibility

New York

Results for New York

Search within selected state  or

- Albany County
- Albany-Schenectady-Troy, NY Metro Area
- Allegany County
- Amsterdam, NY Micro Area

Your Selection:

- Alabama
- Arkansas
- Florida
- Georgia
- Kentucky

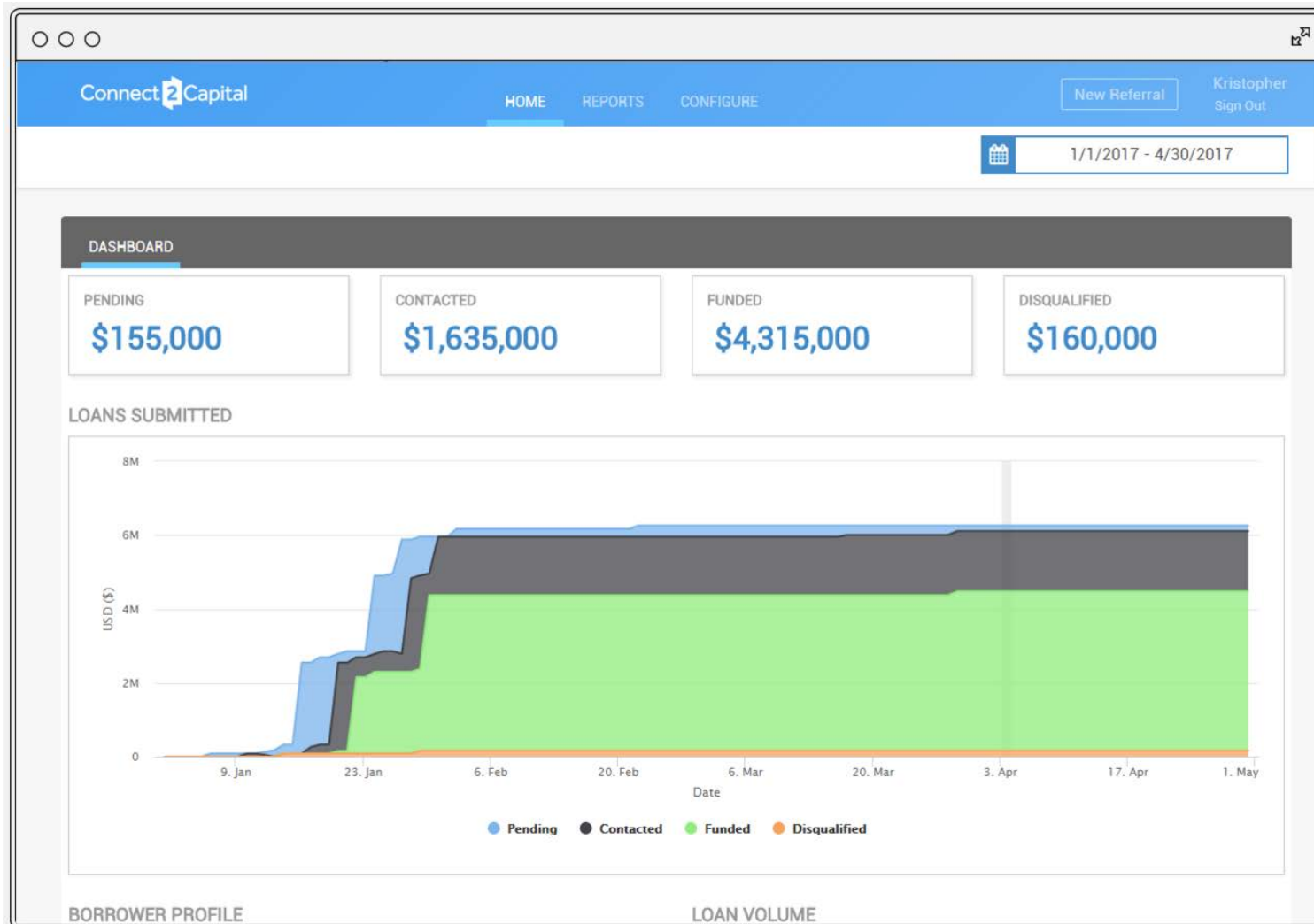
## Eligible Referrers

Referrers eligible to match borrowers with this product

- Any
- Choose

OPPORTUNITY FINANCE NETWORK™

# Rich Reporting for Referral Partners and Lenders



OPPORTUNITY FINANCE NETWORK™



# Accion Loan Application: Consumer Experience

## Small Business Loan Application

Step 1 of 3

### About You

First Name \*  Last Name \*

Email \*

Phone Number \*  Phone Type \*

Address \*  Unit Number

City \*  State \*  Zip Code \*



Low fixed rates



No hidden fees or prepayment penalties



Flexible credit requirements

OPPORTUNITY FINANCE NETWORK™



# DemystData Output: Back-End

Application Parties

Party Name	Contact	Borrower Type	Decile	Credit Score	Percents of Business Owned	Relation to Borrower
[Redacted]	[Redacted]	Primary Borrower	G	738		

Show 10 Parties Per Page Showing Rows 1-1 of 1

Application Details

Application Type	New	Application FICO	738
Loan Amount Requested(USD)	12,500.00	Application Demyst	0.0900
Recommended Loan Amount(USD)	12,600.00	Decile	G
Total Loan Amount(USD)	12,600.00	6 Months Business Revenue	Yes
Expected Disbursal Date	6/13/2017	Term	42
Expected First Payment Date	8/5/2017	Payment Frequency	MONTHLY
Lending Product	NM - Preso	Days Convention	365/365
Page 2 Completed Date	6/13/2017	Collateral Present	<input type="checkbox"/>
Part 2 Completed Date	6/13/2017		

## Application Dashboard

Home Contacts Accounts Applications Reports Dashboards +

Dashboard Application Sort Credit Pull Hard Credit Pull Collateral Documents Cash Flow Bank Statement Analysis Fees Credit Committee Final

Application ID [Redacted]

Primary Contact [Redacted]

Account [Redacted]

Party ID	Contact	Credit Score	Decile Letter	Party Type	Percents of Business Owned
[Redacted]	[Redacted]	738	G	Primary Borrower	

Show 10 Parties Per Page Showing Rows 1-1 of 1

Demyst Score Name	Demyst Score	Borrower	Decile Letter
DS-00006505	0.0899809283	[Redacted]	G

Show 10 Demyst Score Per Page Showing Rows 1-1 of 1

## Demyst Score

Demyst Score Detail

Edit Delete Clone

▼ Score Details

Application	[Redacted]	Fico Score	00699
Borrower	[Redacted]	Decile Number	7
Demyst Score	0.0899809283	Decile Letter	G
FICO Number	699		
New	<input type="checkbox"/>		
Manual Percentile			

▼ Additional Information

Equifax Totalview Hit Description	hit	Worst Rating Accounts	3
Number of Inquiries within 3 Months	2	Percent of Worst Rating Revolving Accts	0
Number of Inquiries within 6 Months	2	Percent of Worst Rating Accounts	0
Revolving Accounts in last 6 months	2		
Unpaid 3rd Party Collections	0	Discharged BK/PR Flag Reason Code	9
Discharged Bankruptcy/Public Record Flag	9	Percent of Unpaid Derogatory Rev Accts	0
Satisfactory Bankcard Accounts	1.0	Percent of Derogatory Revolving Accounts	0

## Demyst Score Detail

