

Kiva – Getting Started

Kiva is an international nonprofit crowdsourcing lending platform that makes microloans available for small businesses and entrepreneurs. Through Kiva you can access a 0% interest loan up to \$10,000, and gain exposure to over 1.6 million potential customers and champions for your business.

CLIENT INFORMATION

Today's Date: _____

First Name: _____

Last Name: _____

Ethnicity: _____

Are You a Veteran: _____

Primary Language: _____

Sex (M/F): _____

Birthdate: _____

Preferred Phone Number: _____

E-Mail: _____

Address/City/State:

Please circle any that apply:

I am an: (immigrant / veteran / previous criminal convictions / refugee)



Prior to moving forward we need some basic information about your income, debt, business and loan description.

BUSINESS INFO:

Business Name: _____

Industry: _____

Years in Business: _____

Number of Employees: _____

Will you be hiring any employees over the next 6 months: _____

INCOME (USD):

Personal Annual Income: _____

Spouse Annual Income: _____

Other Annual Income: _____

Please add any additional comments on your income here:

TOTAL OUTSTANDING DEBTS (USD):

Business loans: _____

Personal loans: _____

Credit Card: _____



Medical: _____

Auto: _____

Mortgage: _____

Educational Loans: _____

Family/ Friends: _____

Monthly repayments for any outstanding debt: _____

Do you have any Past due debts? Yes/ No

Amount of debt over 90 days past due: _____

Credit Score Range: _____

PAYPAL INFORMATION:

All payments on Kiva are administered through PayPal. This allows you to receive Kiva funds when your campaign reaches its goal. It is a requirement for every entrepreneur on Kiva's site to set up and administer their payments through PayPal. If you need assistance with setting up your PayPal Account, reach out to The Beverly Gray Business Exchange Center at (mrevere@nextstreet.com)

Please validate your email address within your PayPal account.

Email address associated with your PayPal account?: _____

What name is this account registered in?: _____



Photo:

Photos are the #1 thing that attracts lenders to your profile. It's important that you choose a clear photo that has you in the photo. Our most successful businesses have had a picture of the entrepreneur at their business or something related to their business. Smiling is preferable!

Some example photos from Kiva's Website:



LEVERAGING YOUR NETWORK FOR CONTRIBUTIONS:

Please list the names of your top supporters and their contact information (Phone Number and Email) of the people who you can reach out who will fund a total of 25-50% of your project amount. Before you can launch on the public Kiva platform, you must successfully pass a private fundraising period. We seek that this funding come from at least 10 individuals willing to lend as little as \$25. We want to know that your community trusts you, before borrowing from the larger Kiva community.

	Name	Phone Number	Email	Amount
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For any questions, contact Matthew Revere: mrevere@nextstreet.com



Sample Story: Personal Story

Hey I'm Tai. I was born and raised in Brooklyn, NY and have a love for all thing arts – performing, painting, illustration, textile, fine, visual and graphic arts. I have avidly accumulated art work pieces that have spoken to me. However, the type of frames I wanted to compliment my collection could not be found and I wondered if others were experiencing the same issue.

This basic premise made me start a business venture to provide picture frames with African designs that could enhance visual art. Art is meant to be viewed and sometimes artwork goes unframed because finding the perfect frame to complement the work can be a very involved process. My goal is to

provide frames that enhance artwork. That is how www.AfricanFrames.com was formed.

Business Description

African Frames provides stylistically carved wooden frames from South Africa that are created using Ghanaian wawa wood, a major African tropical hardwood, which is light in weight and color. The light color of the wood makes it particularly amenable to stains, giving artisans flexibility in their creative designs. They come in a variety of finishes including earth tones, metallics (silver, gold, bronze and pewter), and striking black and white contrasts. These frames are available in 5"x7", 8"x10", and 11"x14"

African Frames can be used to frame all types of artwork, textiles, certificates, stamps, mirrors and other items that need to be brought to life. If you choose, your local framer will professionally mount and finish the items with glass and backing.

Our main struggles have been:

1. Importing these beautiful custom designed and assembled products from South Africa is expensive and creates a large carbon footprint.
2. Transporting the frames to and from vendor events can be quite cumbersome and may cause damage to merchandise.
3. Getting the word out that these frames are available.

Our customers receive great value because their art enhances the frame and the frame enhances the art. The African art market is growing at an exponential rate at all levels and price points. More collectors are looking for frames from a heritage point of view. The current atmosphere is analogous to the fact that for generations, girls of African descent had no dolls that looked like them and now there is a growing market for both hand-made and mass-market dolls.

What is the purpose of this loan?

I will use the loan to create a mobile app of my current picture frames that will allow them to be used to compliment digital art which will reduce my carbon footprint and capture mobile commerce (m-commerce) sales. I will also expand my marketing with more online advertisement with Facebook, Amazon, Bing, Google etc.

The cost breakdown is:

1. Application fabrication (smartphone and tablet) and beta testing (\$3500)
2. Introduction into Apple iTunes App Store, Google Play Store, GroupMe store, etc. (\$500)
3. Marketing expense with Facebook, Amazon, Bing, and Google ads. (\$1000)

