



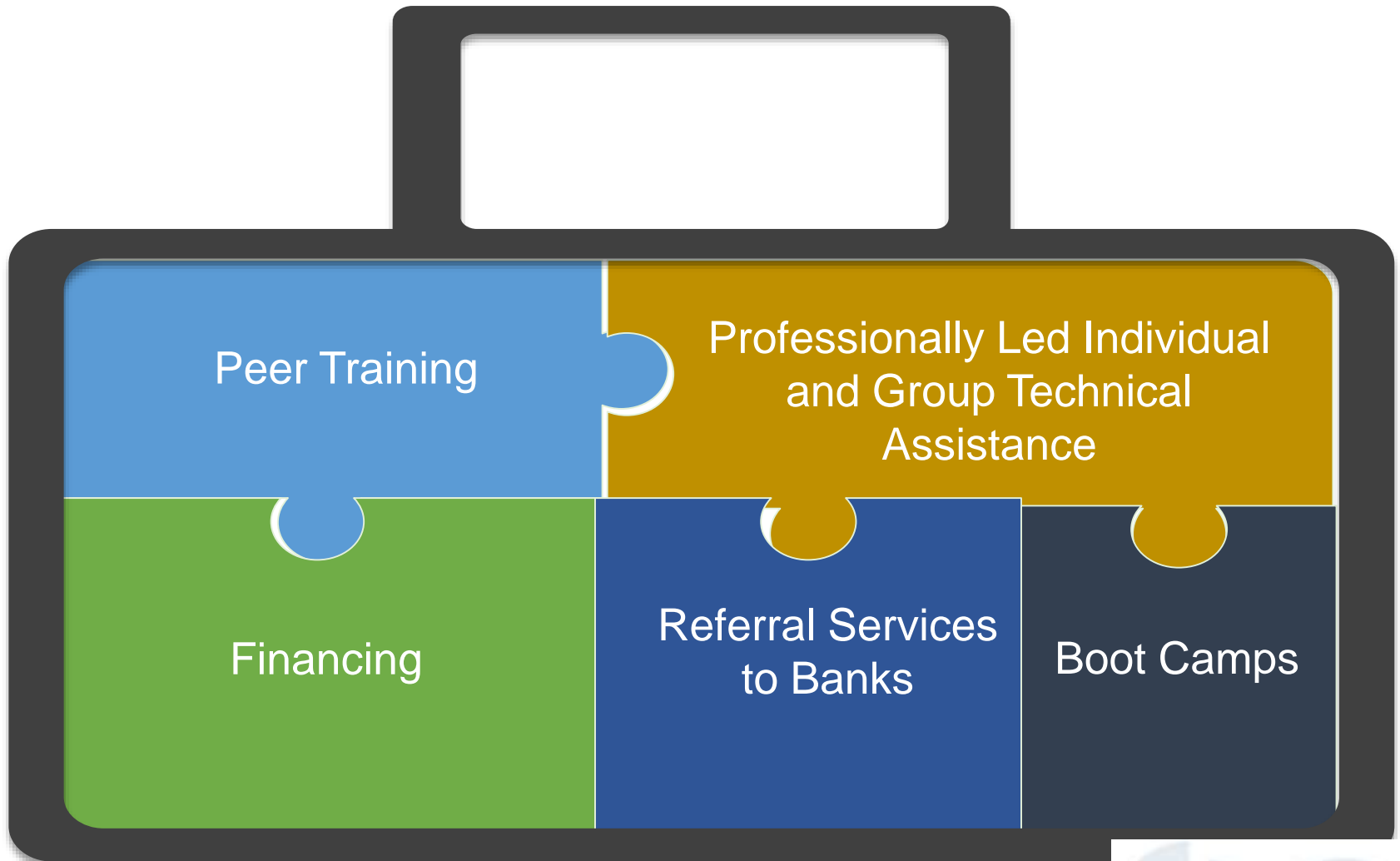
Promoting the financial self sufficiency and accumulation of assets by low & moderate income individuals & families in South Florida via opportunities to make, save and manage money.

Who We Are:



- a Certified Community Development Financial Institution (CDFI),
- an SBA intermediary lender,
- an intermediary for several cities & counties, and
- A Department of Health & Human Services Service Partners

What We Offer



Why We Do It

Entrepreneurship has grown sharply among those with low-education levels; also increased dramatically for immigrants, whose rate of entrepreneurship is almost twice that of the native-born.

(Kauffman Foundation Index for Entrepreneurship)

Although nation-wide surveys appear to indicate credit is becoming more available to small businesses, Florida-specific studies indicate lack of access to credit remains problematic for Florida small businesses.

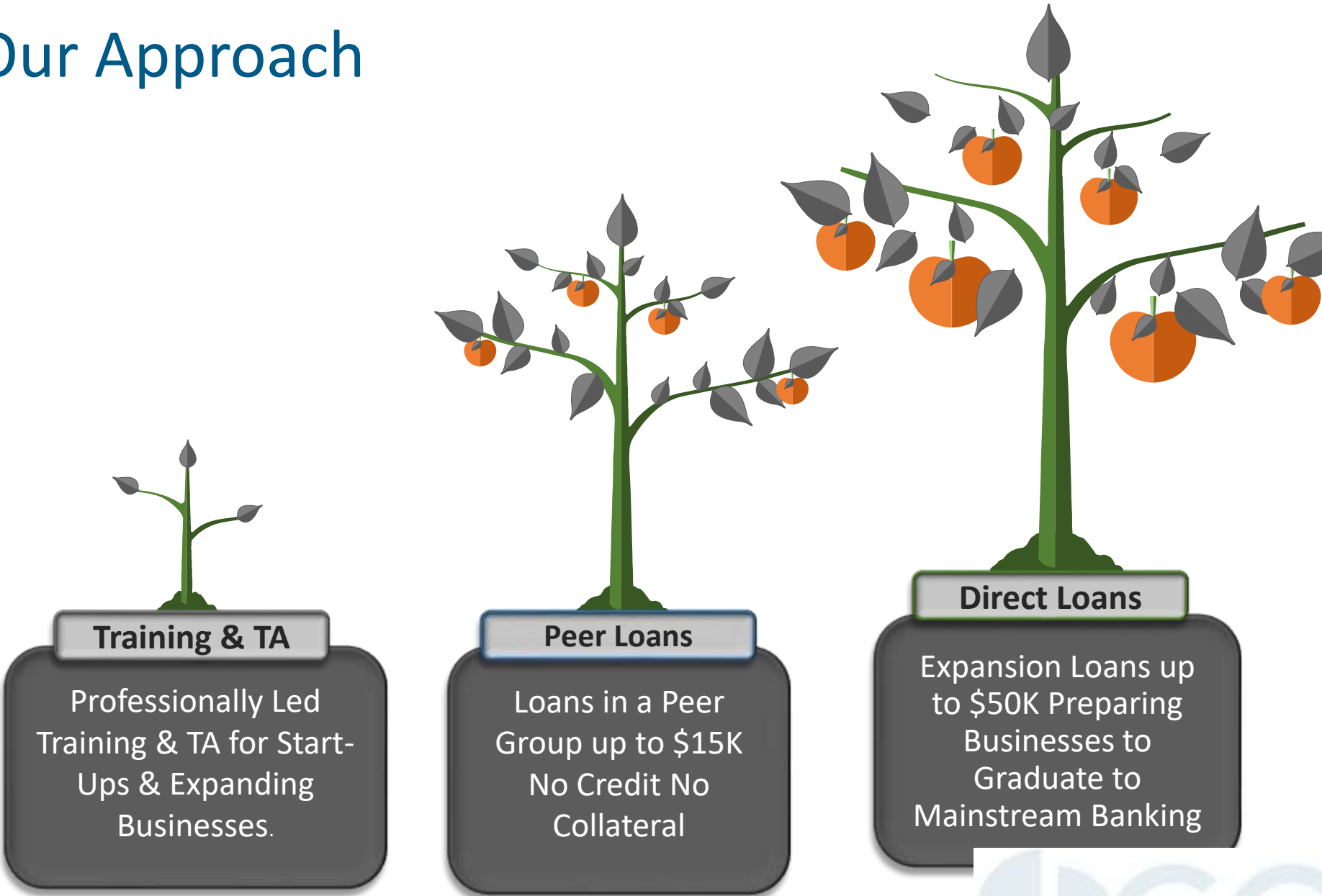
Why We Do It Cont.

Florida has a higher percentage of micro-businesses than nationally, the highest percent of micro-business non-farm employment of any state. 80% of Florida businesses and entrepreneurs are ultra-small (annual gross revenues of less than \$250,000).

90% of businesses receiving technical assistance survived, sustaining and creating an average of 2.9 jobs (including business owner).

(Aspen Institute FIELD program's survey of microenterprise, MicroTest Client Outcomes Survey)

Our Approach



Why Micro/Small Business as a Pathway to Financial Freedom?

- Businesses can be started at any educational level
- Language barriers don't prohibit a business from starting although it can effect growth
- Can be started in many cases with less money than most people think
- Earning potential increases as the business grows
- Growing the a business can be a retirement plan or family succession plan

Common Pathways to Entrepreneurship that Practitioners can Support

- Building a Business:
 - Begins with start up
 - Takes the longest
 - Give the owner the most autonomy
- Partnering in an existing Business:
 - Usually takes the least amount of time
 - Can be expensive based on the business and success
 - Give the least amount of autonomy

Common Pathways to Entrepreneurship that Practitioners can Support Cont.

- Purchasing a Business:
 - Usually the most expensive option
 - The benefits are a ready made business with assets, customers and cashflow
 - The purchaser has to beware of the liabilities which are also being purchased



How do we as Service Providers Facilitate the Creation and Retention of Businesses

1. Mentorship opportunities
2. Encouraging the reading of business, leadership, marketing and financial books and periodicals
3. Providing a space (s) for entrepreneurs to share and be around like minded individuals
4. Facilitate / provide the tools needed to create comprehensive plans
5. Access to capital

Strategies for Supporting Small Businesses Through Expansion & Job Creation

Create Programming using the strategies that Successful Corporations Use. Most specifically geared towards competing in the marketplace.

1. Understanding Competition and how to take advantage of it
2. The logistics of recordkeeping
3. The concepts of Risk/Reward
4. Consistency
5. Creativity (the guts to use it)
6. Service
7. Focus

Strategies for Creating Comprehensive Technical Assistance Programming that Encourages Success

- Include your market in the design
- Create culturally relevant programming
- Keep in mind where the client is and their goals not the programs goals
- Develop don't train
- Bring in Professionals that will facilitate, train and teach (lawyers, accountants ...)
- Evaluate, modify, try again, repeat

Strategies for Funding Programming

- Free is always better – get in-kind support whenever possible there are a lot of professionals looking to pay it forward
- Low Hanging Fruit – Government grants (SBA, CDBG, CDFI...)
- Support from individuals / businesses that can relate to the small business owners (people who started out small)
- Foundations who's mission align with the work be creative (health, children, education... it is all related)