

**LEARN**

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OCTOBER 14–17, 2014 • THE SHERATON DOWNTOWN DENVER, COLORADO

**Goldman Sachs *10,000 Small Businesses*  
Financing Initiative  
Training Workshops Follow-Up**

# Welcome!

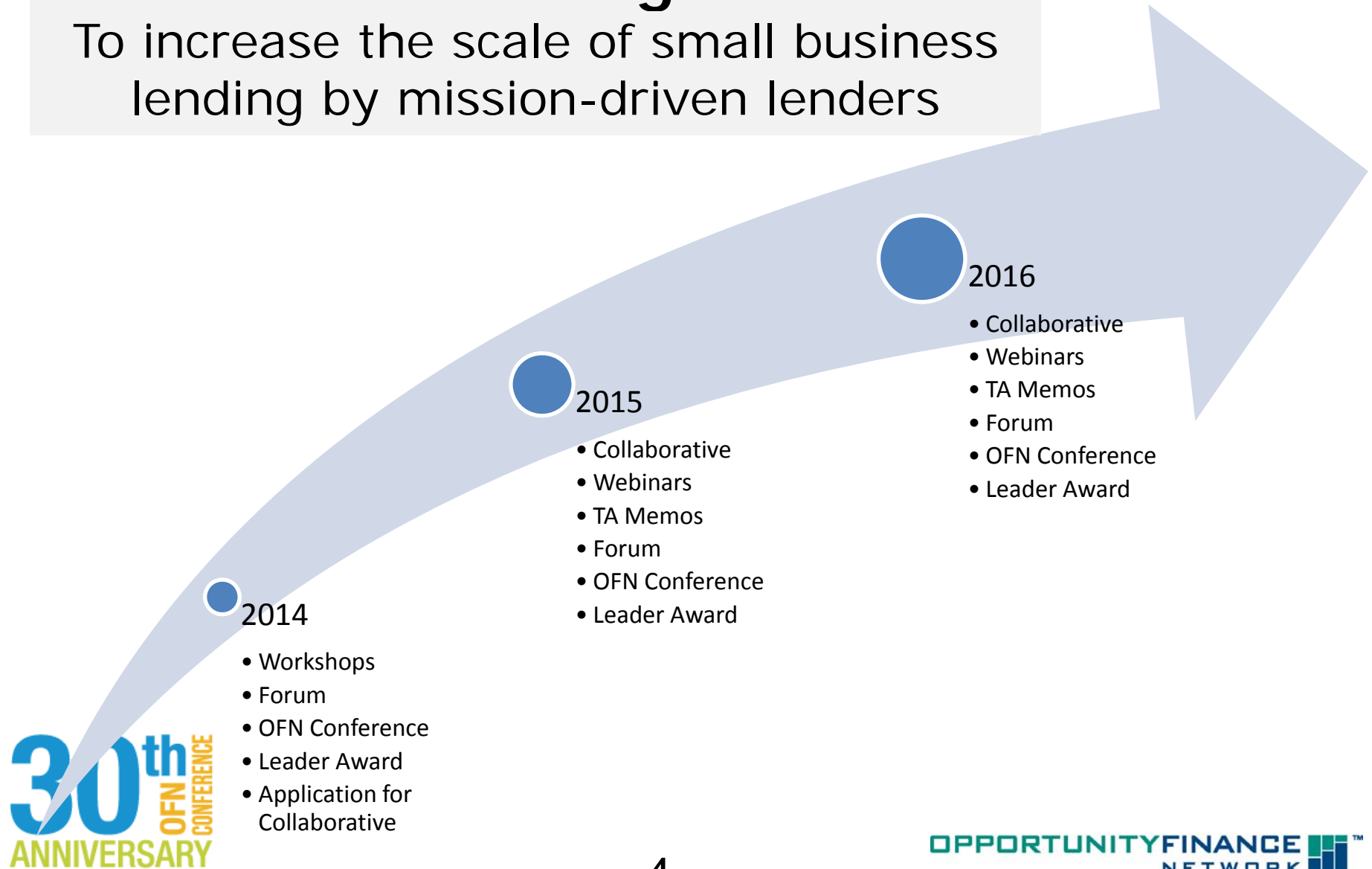
- Introductions
- Overview of Next Steps in Goldman Sachs 10KSB Financing Initiative
  - Initiative activities 2014-2016
  - Application for Small Business Finance Collaborative
- Workshop Follow-Up
  - Revisit learnings
  - Share commitments
  - Explore successes, challenges, next steps

# Introductions – Sixty Seconds

- Your name and title
- Organization name and geographic area
- Workshop attended
- One BIG takeaway from the workshop

# GS10KSB Financing Initiative:

To increase the scale of small business lending by mission-driven lenders



# Small Business Financing Collaborative - Overview

- Funded by Goldman Sachs *10,000 Small Businesses* with support from the Surdna Foundation
- Intensive two-year program of peer learning, training, and technical assistance
- Development of strategic growth plan to increase small business lending

## Small Business Financing Collaborative – Application

- Competitive application process
- Applicants will be evaluated on their commitment and capacity to significantly grow their small business lending
- Approximately 20 mission-driven small business lending organizations will be selected
- To request an application: [10ksb@ofn.org](mailto:10ksb@ofn.org)
- Application deadline: November 14, 2014

# Small Business Financing Training Workshop - Overview

- Goal of the workshops: Provide a framework for ambitious growth in small business lending by mission-driven lenders
  - Identify growth strategies
  - Overcome barriers to growth
  - Identify opportunities to propel growth
- Workshop Participants: 115 participants from 85 mission-driven lending organizations met in Chicago, Los Angeles, and New York

# 2014 OPPORTUNITY FINANCE NETWORK CONFERENCE

## Remember When...



**30<sup>th</sup>**  
OFN  
CONFERENCE  
ANNIVERSARY



# Small Business Financing Training Workshop - Outcomes

- 100% of participants stated they increased their knowledge about an aspect of small business lending

# Workshop

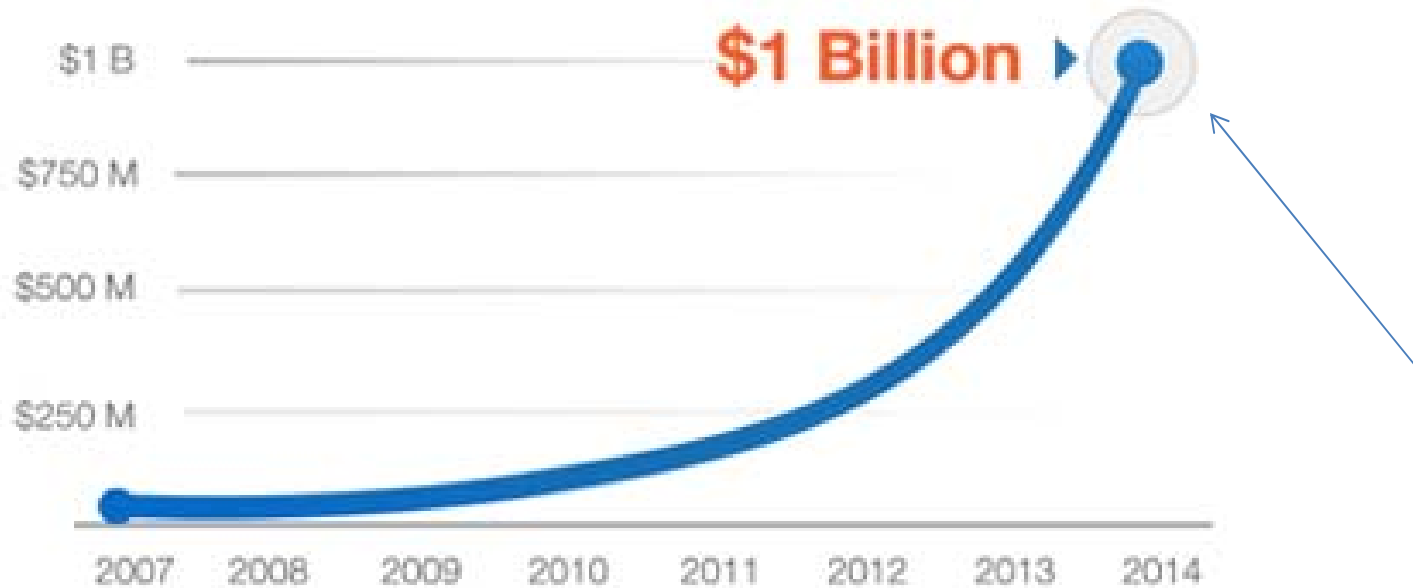
## Key Areas of Learning

- Strongest
  - Creating a Compelling Value Proposition
  - Small Business Lending Landscape
  - Lending Life Cycle
  
- Also Strong
  - Customer Acquisition
  - Evaluating Technology
  - Innovation
  - Talent Management
  - Creating a Culture of Growth and Performance

## Mini-Review of Workshop Modules

- Small Business Lending Landscape: Call to Action
- Creating a Compelling Value Proposition
- Creating a Culture of Growth and Performance
- Creating Opportunities for Innovation
- Customer Acquisition and Retention
- Lending Life Cycle and Technology
- Talent Management

## Growth at **Just One** Alternative Lender (OnDeck)





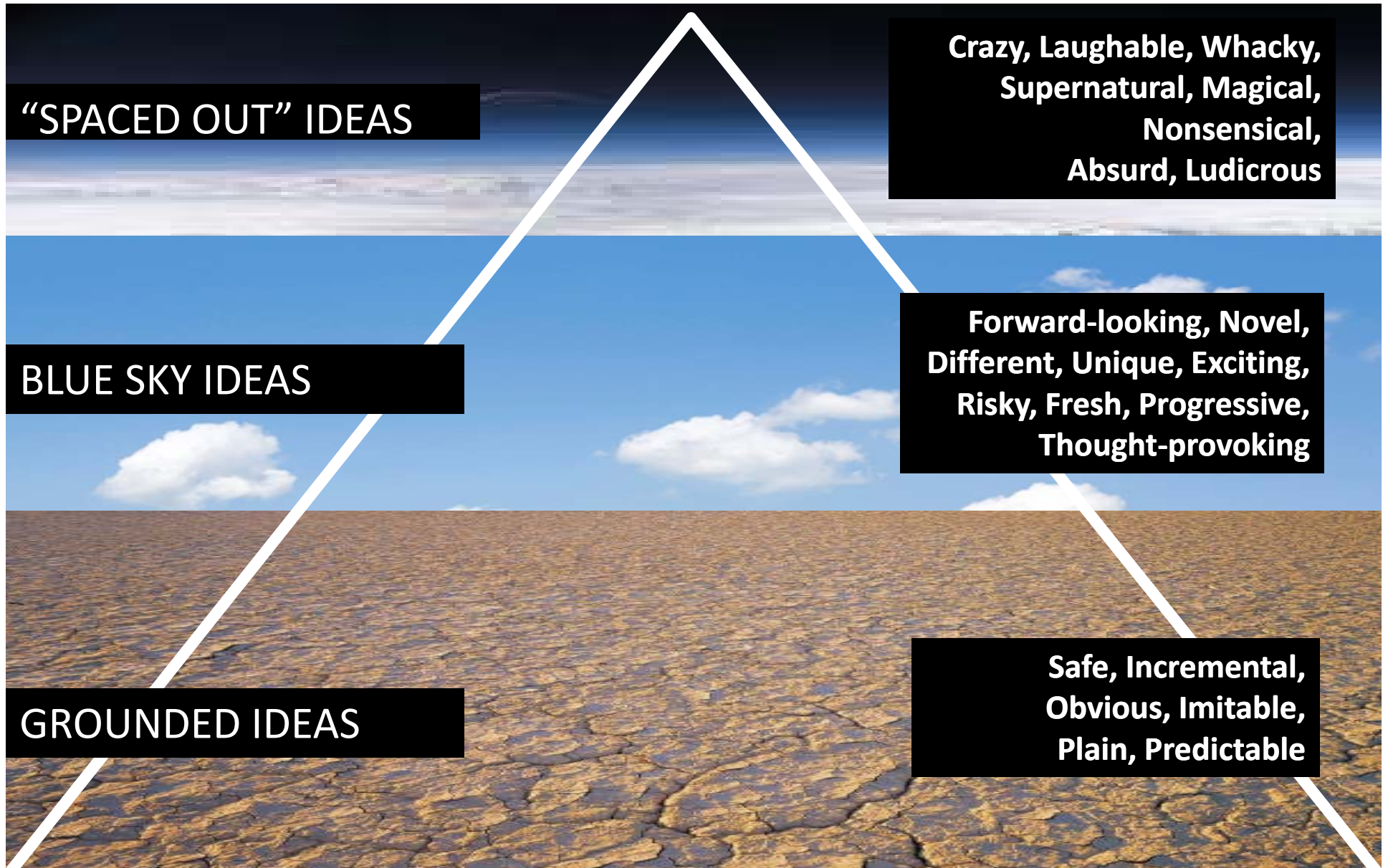
The difference between Jaguar and other cars runs deeper than sheet metal and engineering;  
it's about soul, passion, and originality.  
A jaguar is a copy of nothing...just like its owners.

# Culture: Visual Explorer

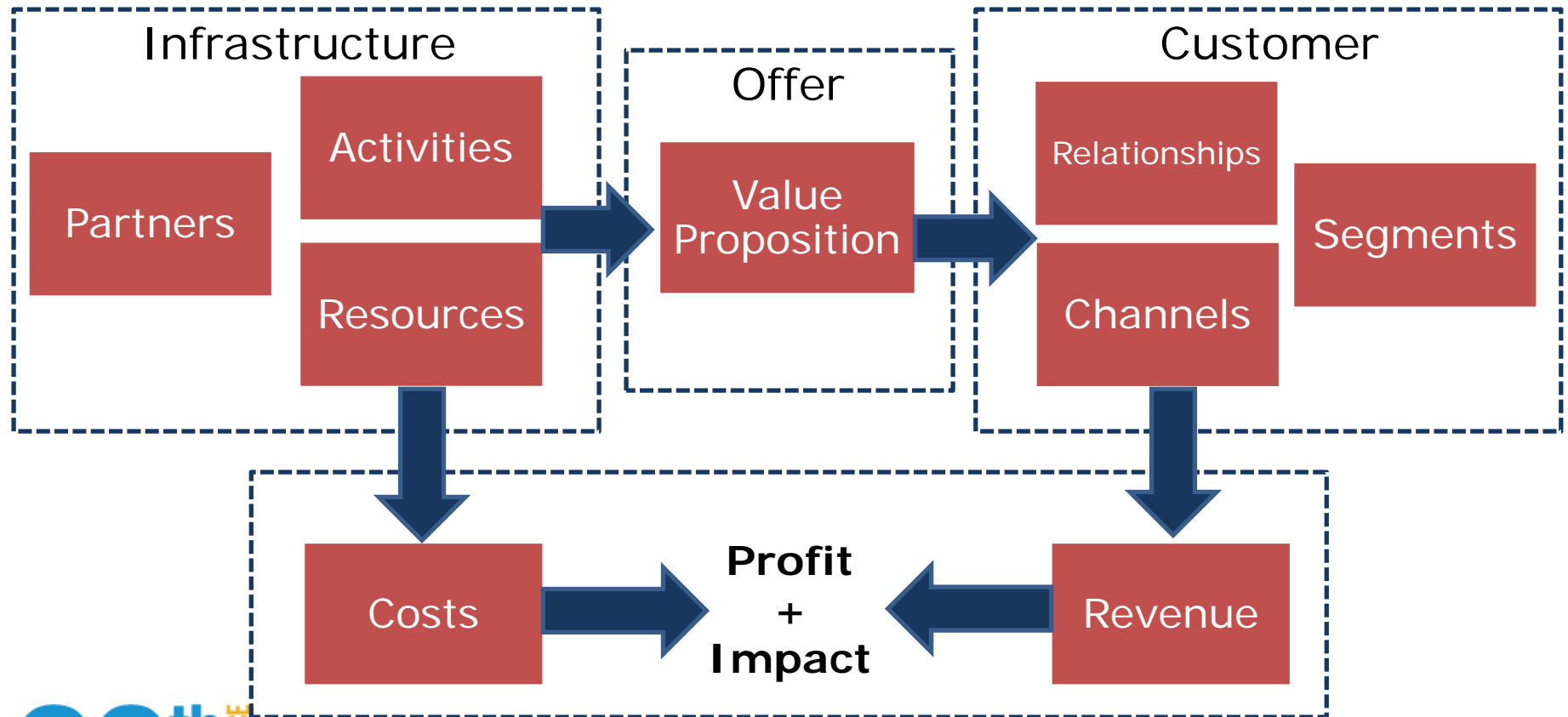


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IDEASPACE: It's okay to have your feet on the ground, but your eyes should be on the big blue sky. Try some space exploration and reenter with a more attractive, bigger blue sky.

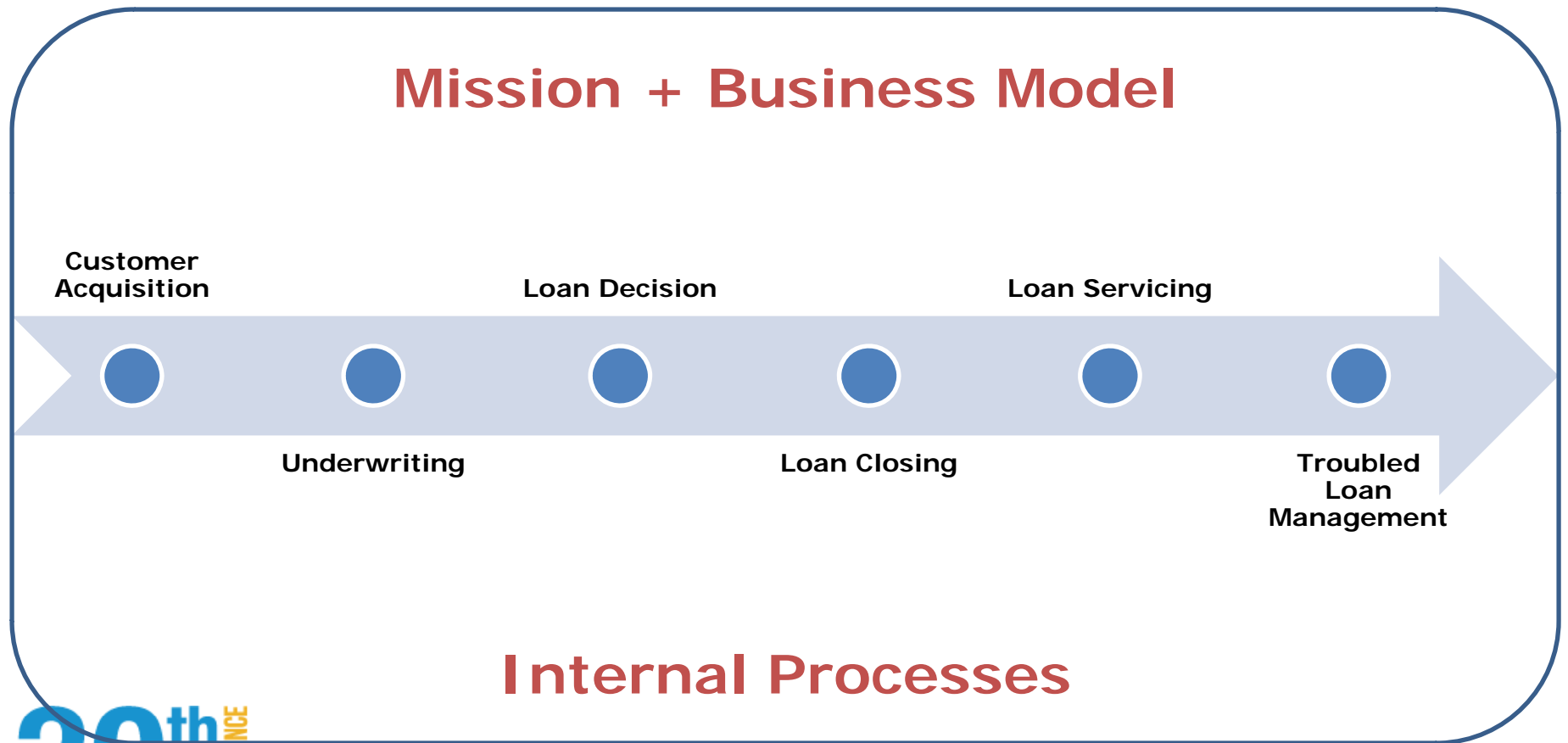


# Business Model Canvas





# Lending Life Cycle



# Criteria for Evaluation and Decision-Making



# Capacity to handle change

Too Little



Right balance



Too Much



## Workshop Reminder: We will leave with ...

- A commitment to change at least one thing related to achieving growth
- The first three things you will do starting Monday morning to accomplish that goal

## Your Turn: Update on Your Commitment

- Describe your one-sentence commitment to increasing your small business lending
- Share successes, challenges, next steps to implementation

## Contact Information

- Small Business Finance Collaborative
  - Pam Porter: [pporter@ofn.org](mailto:pporter@ofn.org)
  - Ginger McNally: [gmcnally@ofn.org](mailto:gmcnally@ofn.org)
  - Amanda Joseph: [ajoseph@ofn.org](mailto:ajoseph@ofn.org)
- General inquiries: [10ksb@ofn.org](mailto:10ksb@ofn.org)
- Reminder: Finance Collaborative applications are due by November 14!