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

2014
- Workshops
- Forum
- OFN Conference
- Leader Award
- Application for Collaborative

2015
- Collaborative
- Webinars
- TA Memos
- Forum
- OFN Conference
- Leader Award

2016
- Collaborative
- Webinars
- TA Memos
- Forum
- OFN Conference
- Leader Award
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
- 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
Remember When...
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.

Credit: Step Change Marketing
Culture: Visual Explorer
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

- **Infrastructure**
  - Partners
  - Activities
  - Resources

- **Offer**
  - Value Proposition

- **Customer**
  - Relationships
  - Segments
  - Channels

- **Profit + Impact**
  - Costs
  - Revenue
Lending Life Cycle

Mission + Business Model

Internal Processes
Criteria for Evaluation and Decision-Making

- Affordability
- Functionality - Address your specific needs
- Reporting capacity
- Ease of Integration
- Security
- User Support - Customer Service
- Ability to be upgraded and/or expanded
- Accessibility (mobile vs. desktop)
- Software as Service (cloud) vs. installed
- Early adopter vs. watch-and-wait
- User-Friendly

18
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
  - Ginger McNally: gmcnally@ofn.org
  - Amanda Joseph: ajoseph@ofn.org

- General inquiries: 10ksb@ofn.org

- Reminder: Finance Collaborative applications are due by November 14!