OFN CONFERENCE 2016 RETHINK

DCC Program Update & Marketing/Outreach Working Group

Jen Leybovich, Main Street Launch

OPPORTUNITYFINANCE NETWORK™

Joining DCC

- Build on our experience, further reach, deepen impact
- Help move needle on transferring inter-generational wealth
- Grant support enables:
  - Understand current ecosystem
  - TA to sunsetting businesses
  - Fund EIR program
- Multi-year commitment

Our Program

- Lending and TA
  - Succession Planning
- EIR
- Annual programmatic features
  - 4 Networking Events
  - Business Series
  - Wells Fargo Works

Lessons Learned So Far

- Self-employment is driving entrepreneurship
  - some service providers haven't recognized this
- Ecosystem is fragile, more building is needed
- Importance of the "exploring" stage that EIR provides
- Corporate skill set versus the needed entrepreneurial skillsets
- Online lenders are targeting our clients very aggressively

Anticipated Results from GMMB

- GMMB provides research capacity and third party perspective:
  - Frame our value proposition
  - Access new marketing channels
  - Implement new marketing tools
- Learn effective practices from other orgs

Wishlist

- CDFIs to have same reach as FinTech, Payday Lenders, and Bank's channels
  - Access their outreach lists and analytics of small businesses

- Build African American entrepreneurial ecosystem
  - Business practitioners to be mentors
  - Partnerships with historical African American colleges
  - Leadership and referrals from local business executives and corporations