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# CENTRO

COMMUNITY PARTNERS

September 2017



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## Founded in 2010

Centro is an Oakland-based, 501(c)(3) non-profit that uses technology to serve the needs of low-income entrepreneurs in underserved communities.

We provide **entrepreneurship education, financial literacy, mentorship** and **access to capital** via mobile apps. 



## Market Challenges We're Addressing

**1. Inclusion/Access:** Low income borrowers face limited access to capital and business resources. This includes entrepreneurship education, mentorship, and capital for the underserved people.

**3. Cost:** In the US, it is expensive to provide technical assistance. For (average \$4,500/entrepreneur) thus only providing 3% to 4% of the total market demand (est. 25 - 28 million small businesses).

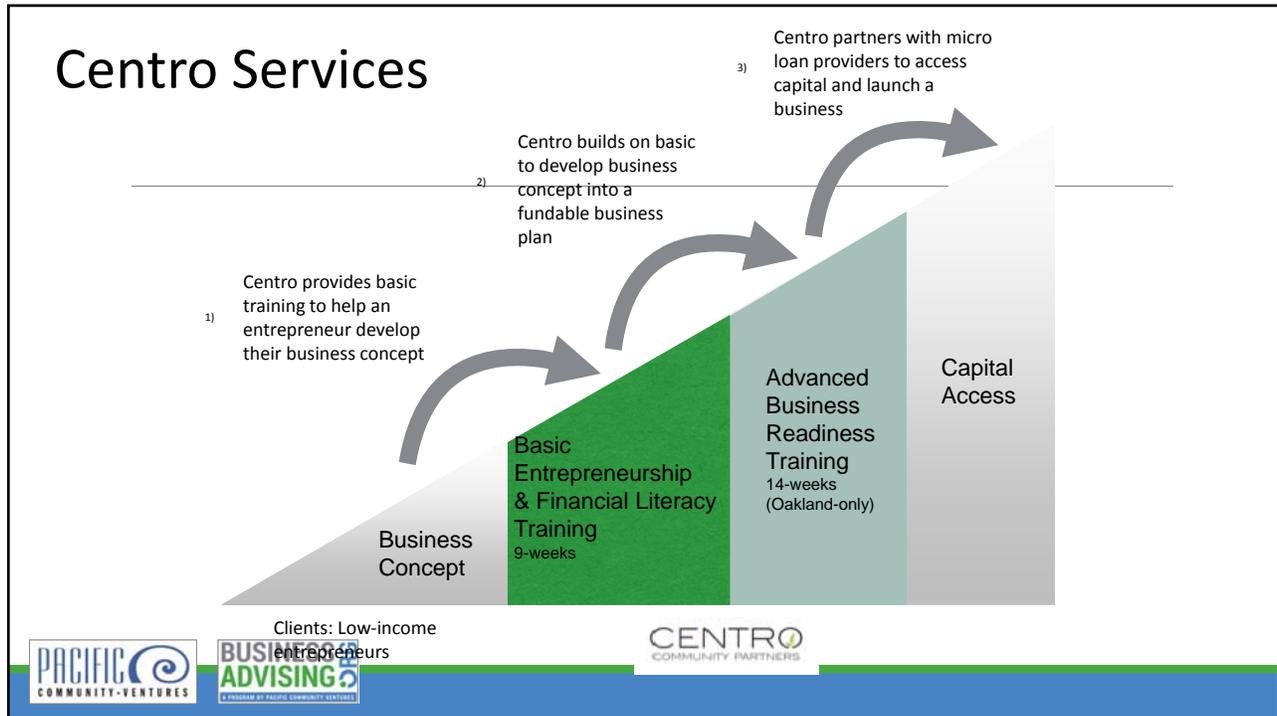
**4. Scaling:** Limited tools available to Scale TA that lead to closing a loan that will promote economic inclusion and economic equity in the community.

**5. Linkages:** Access to capital (i.e., micro/small business loans) and local markets.



## Focus on Underserved Entrepreneurs

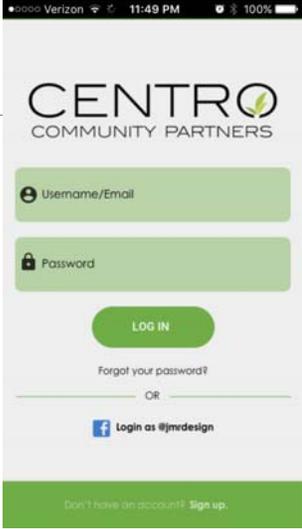
Unlocking the potential of women and minority entrepreneurs



Centro's Mobile



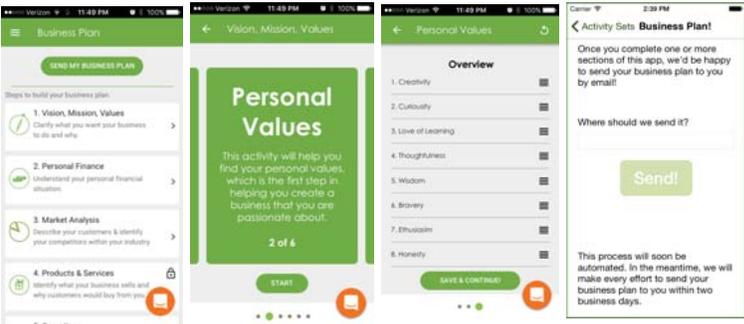
Business Planning App



Available in English, Spanish, Portuguese & Russian



# Access Capital



Go through 25 activities to complete



Business Plan



# Facilitator's Guide

The image displays three components of the entrepreneurship program:

- App Interface:** A smartphone screen showing the 'Business Plan' app with a 'SEND MY BUSINESS PLAN' button and a list of steps: 1. Vision, Mission, Values; 2. Personal Finance; 3. Market Analysis; 4. Products & Services.
- Workbook Cover:** The cover of the 'Basic Entrepreneurship Workbook' by Centro Community Partners, featuring a form for Name, Business, Email/Phone, Facilitator's Name, and Facilitator's Contact Info.
- Lesson Page:** A page for 'Lesson 1.3 Vision Statements' with lesson objectives, activities, and exercises for analyzing and refining vision statements.

## Centro Serves The Community

### Beneficiaries

Low-income, women or minority, LGBT, veterans & disabled entrepreneurs

### Partners - non-profits, micro lenders, bus advisors

12 in California and 8 in Brazil, Colombia, Moldova



## Reaching 154 Countries



## Centro's Top 10 Countries

1. United States
2. Mexico
3. Brazil
4. India
5. Canada
6. United Kingdom
7. Australia
8. South Africa
9. Colombia
10. Russia



2,200+ completed business plans

# The New Centro Solution

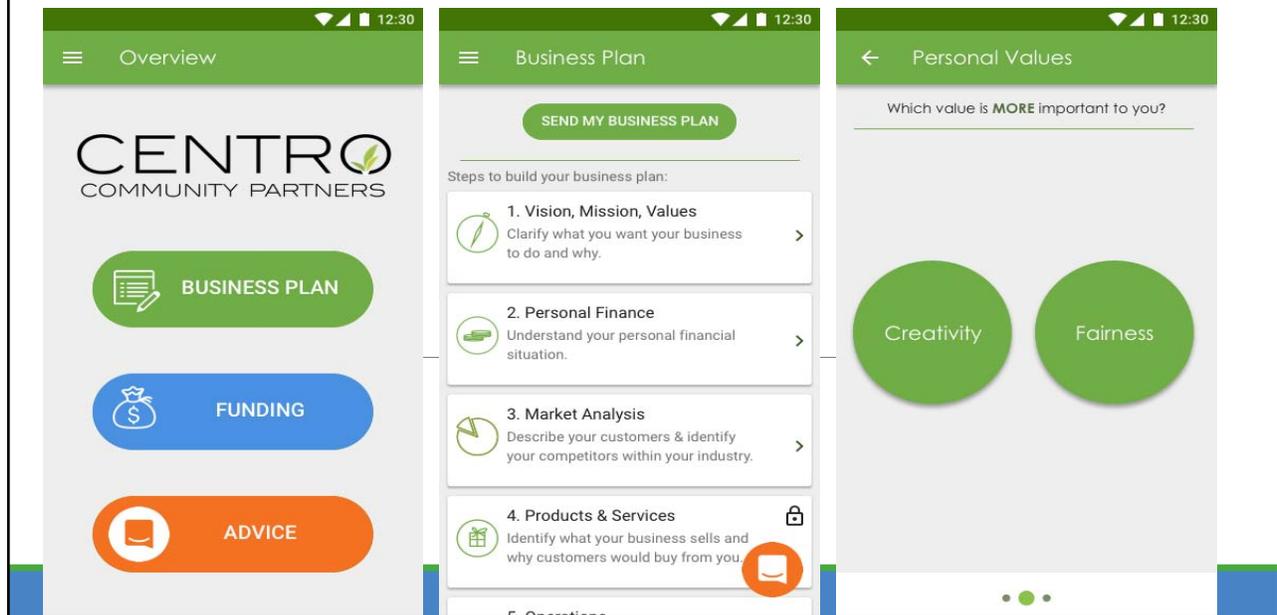
## Micro-Enterprise Development Eco-System



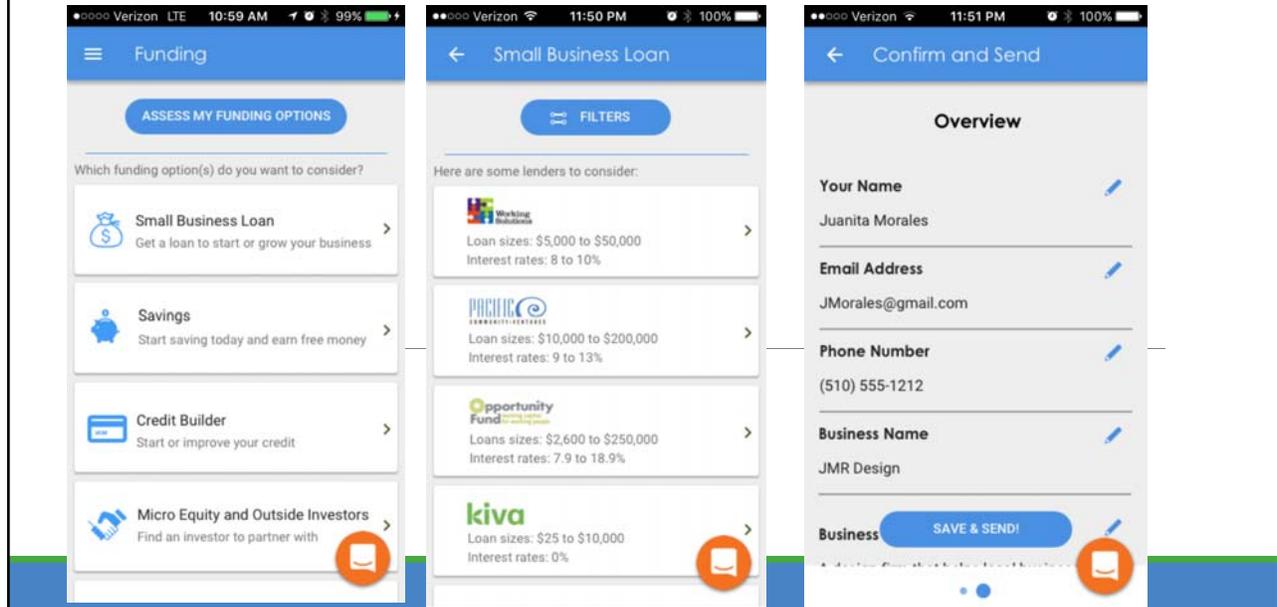
Centro Mobile Apps



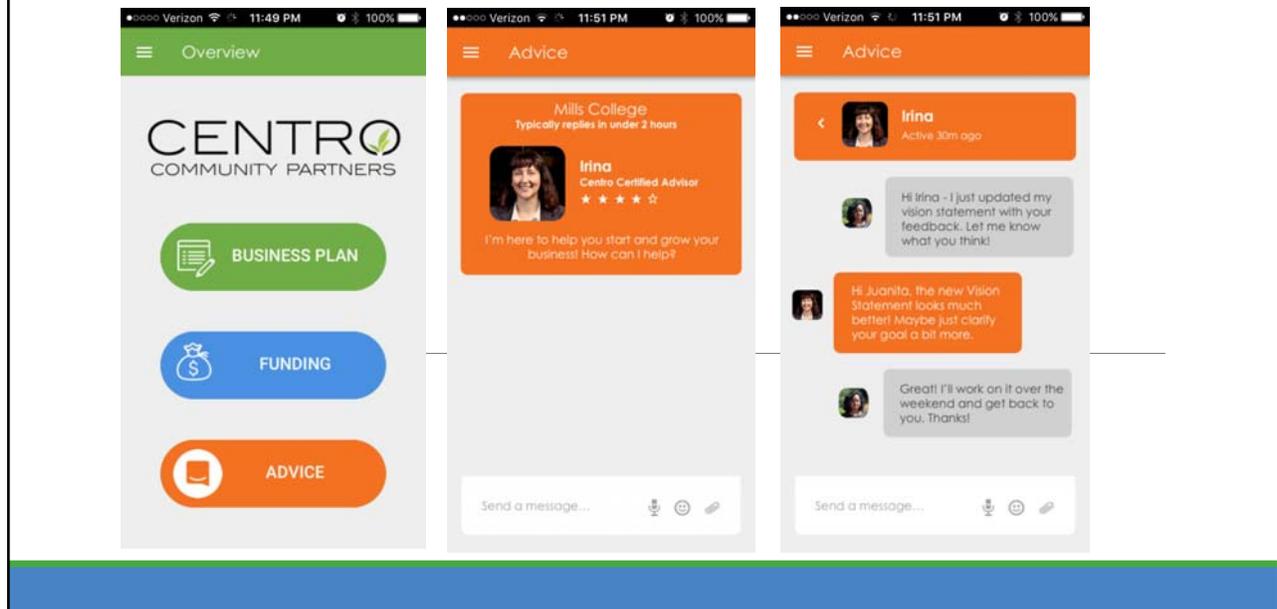
### Building New Centro App Solution



## Offering Access to Financial Services



## Providing Remote Business Advisory



## Basic Entrepreneurship Program's Impact

42% Created Jobs

82% Increased Business Revenue

84% Reduced Expenses

76% Increased Savings

16% Applied for a loan

## Focus on Underserved, Women Entrepreneurs

2,452 business plans delivered

55% of the Entrepreneurs are Women

65% are Young Adults 21 to 40 years olds

62% earn Less than \$50,000 per Year

## Centro's Business Mobile App Adoption Rates

(As of Sept 15, 2017)

- **2,271** business plans delivered
- Approaching **200** downloads/week
- **55%** of the Entrepreneurs are Women
- **65%** are Young Adults 21 to 40 years olds
- 62% earn less than \$50,000 per year
- **89%** English & 11% Other (i.e., Spanish, Portuguese, Russian)

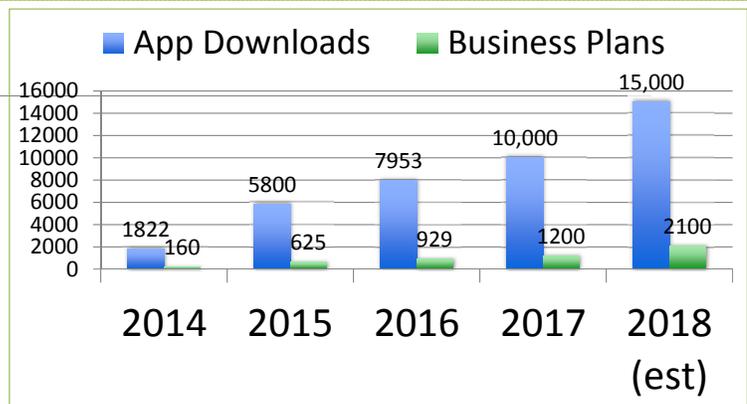


## Centro's Business Mobile App Adoption Rates

(As of Sept 15, 2017)

### Business Mobile App Statistics

- **21,017** app downloads in 3-years
- **2,271** business plans delivered
- **154** countries
- Approaching **200** downloads/week
- **55%** of the Entrepreneurs are Women
- **65%** are Young Adults 21 to 40 years olds
- **89%** English & **11%** Other (i.e., Spanish, Portuguese, Russian)



## Benefits

**1. Business Plans and Financials for Anyone:** Free mobile app available on iOS and Android devices in English, Spanish, Portuguese and Russian that uses simple language and steps to create a business plan and financials for anyone.

**3. Affordable Solution:** Less resources required to provide pre-loan support, so loan officers can spend more time on areas that require more attention and closing loans.

**4. Wide Reach:** Support many more business owners, including those in “hard-to-reach” locations.

**5. Linkages:** Connecting business owners with business planning support, capital and business coaching.



## Value Added & Benefits

Decrease costs for TA.

Free mobile app that produces business plan and financials for prospective borrowers

TA provider/loan underwriter will be able to focus time on a prospective borrower's areas that need more attention.

Connects borrowers with CDFI lenders.



# Download Centro's Business Planning App

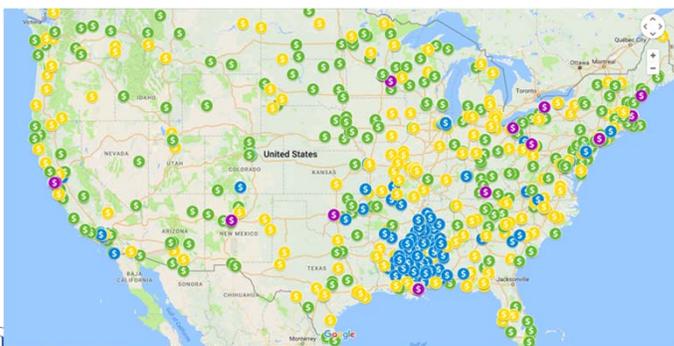


\* New version to be released in October 2017



# CDFI Technical Assistance

1. Try the Centro App for yourself.



2. Add your CDFI microloan product to our app.



## Centro Leadership



### **Arturo A. Noriega, Founder & Executive Director**

20 years of experience as a management consultant and risk specialist. He specializes in economic development, entrepreneurship, strategic risk management, leadership development and organizational change management.



### **Naldo Peliks, Chief Operations Officer**

15 years of business strategy and product development experience in technology, banking, retail, and education. He is responsible for developing Centro's operational capacities, leading the organization's advisory services, and overseeing product development.



### **Daniel "DJ" Healy, Entrepreneurship Trainer and Senior Program Manager**

10 years of experience as a professional trainer and business advisor, having worked with organizations in the education, economic development and government.




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# CENTRO

COMMUNITY PARTNERS

[www.centrocommunity.org](http://www.centrocommunity.org)



825 Washington Street, Suite 228 Oakland, CA (510) 556 - 4249



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## BusinessAdvising.org

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### A program of Pacific Community Ventures

Pacific Community Ventures is a 501(c)(3) nonprofit community development financial institution (CDFI) that engages small businesses, impact investors, and policymakers to build an economy that works for everyone.



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## Creating economic impact and high quality jobs.

Pacific Community Ventures is a nonprofit that engages small businesses, investors and policymakers to create good jobs for working people and build an economy that works for everyone.



Small business owners with a mentor grow at more than twice the national rate.

### Revenue Growth

Small businesses with a mentor from BusinessAdvising.org see higher revenue growth vs. comparable small businesses (2-20 employees)

20% - BusinessAdvising.org clients

8% - National Average



63% of our clients are female.



55% of our clients are people of color.



11% of our clients are veterans.

### Equity



Small businesses with a mentor are the jobs engine of working America.

### Job Growth

Small businesses with a mentor from BusinessAdvising.org create jobs for working people across America (vs. comparable businesses)

23% - BusinessAdvising.org clients

1.1% - National Average

## You can drive small business success.

Small business owners – particularly those from low-income areas – often lack access to expertise that could help their businesses and employees thrive. Mentoring a small business owner doubles their chances of success, driving meaningful economic growth and creating community wealth.

70%

of businesses with a mentor survive past 10 years

20%

average increase in revenues for those businesses

11x

above the national rate creating good jobs for working people



## A marketplace for business expertise.

- Our programs fill a need in the ecosystem supporting small business growth
- BusinessAdvising.org was launched in late 2013 and has experienced rapid growth. In 2016 alone we supported 348 entrepreneurs with 428 mentoring matches from an expanding pool of over 500 mentors across all 50 states.
- In 2017, our goal is to support 380 entrepreneurs with 480 matches from a pool of over 600 advisors.



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## What kinds of businesses do we target?

PCV is your way to reach more diverse small business owners – we're mission-focused on small businesses that:

- Have an operating history of at least a year (beyond startup)
- Have annual revenue of at least \$100,000
- Have 2+ full-time employees, or a commitment to creating jobs
- Are located in, or creating jobs in, economically underserved communities OR have a compelling social mission
- More often than not owned by people of color, veterans, women, and members of the LGBT community



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# Why BusinessAdvising.org?

A SELF-SERVICE PLATFORM TO STRENGTHEN YOUR BRAND.

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## Our expert mentors – who are they?

- Active professionals from major banks, consulting firms, and Fortune 500 companies from almost every state
- Expertise in areas such as business strategy and operations; finance and budgeting; marketing; human resources; legal
- Two-thirds are – or have been – a small business owner themselves
- They commit 5 hours per month for 3 months – and over 89% come back for more matches



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# How do we find our volunteer mentors?

Strategic local and national partnerships



Digital and online marketing



Grassroots and earned media outreach



# Case Study

HOW OTHERS HAVE WORKED WITH BUSINESSADVISING.ORG

A program of Pacific Community Ventures

**BUSINESS ADVISING** .ORG

BUSINESS OWNERS BUSINESS ADVISORS SUCCESS STORIES NEWS & BLOG ABOUT US SIGN IN



### Super Bowl 50 Business Connect

Access to advice from Playbook For Success.

Super Bowl 50 Business Connect and the BusinessAdvising.org program at Pacific Community Ventures have partnered to provide Bay Area diverse businesses with expert business mentorship and advising as a lasting tool for your continued success. We're committed to working with diverse business owners — especially minority-owned, woman-owned, veteran-owned, and LGBT-owned companies — to provide intensive business mentoring to help you grow your business for the Super Bowl and beyond.

  [www.businessadvising.org/super-bowl](http://www.businessadvising.org/super-bowl)

© 2015, Pacific Community Ventures

# How It Works

A LOOK AT THE SOFTWARE BEHIND BUSINESSADVISING.ORG

# Our unique approach.



1. **Business owners** fill out a profile, describing their business and challenges.
2. **Our team** identifies qualified advisors to work with them, and facilitates matches.
3. **Advisors** and business owners schedule time to connect that works for their schedules.

Technology enables scale and allows us to operate nationally. Personal connections generate commitment and loyalty: 30% of business owners request a second -- or even third -- advisor, and 89% of advisors stay in our advising pool for multiple mentoring engagements. Monthly surveys show average satisfaction ratings for both groups at 8.7/10.



## Welcome To BusinessAdvising.org

First, we need you to build a profile so that we can find the right match for you. We will not share any of this information publicly. Once you've completed these sections, you'll be asked to book an interview with a BusinessAdvising.org relationship manager to answer any questions you might have, to further refine the goals you've identified, and to discuss working with our volunteer advisors.



Fill out your profile to find the right match for you



The entire process should take about 10 minutes

Here's what we'll ask about:

### Your Challenges & Opportunities

Where do you want to take your business? What are your highest priority, short-term goals? What can you work on or accomplish in the next six months to get you there?

### Your Background

Tell us a bit about your company and its history. We need to capture a few basic details, like contact information, how long you've been in business, and number of employees.

### Personal Introduction

We need to know about you, as well. How would you introduce yourself to a prospective advisor? Tell us about yourself in your own words.

[Get Started](#)

## Background

To get started, please share a little information about your background.

Name of Business \*

Search for company

Location \*

Enter a location

Zip Code \*

Website

Primary Phone \*

000-000-0000

Gender

Female

Ethnicity

Asian

Are you the owner of the business?

Yes

Are you a business owner that identifies with any of the following? (Please check all that apply)

- LGBTQ
- Person with a disability
- Served in the Armed Forces

What is your level of education? \*

How did you hear about BusinessAdvising.org? \*

- Bing
- Google
- LinkedIn
- Friend
- My Employer
- Advisor with BusinessAdvising.org
- Non-Profit Organization
- Small business assistance center or organization
- Small business lender
- Small business service provider (lawyer, CPA, payroll specialist)
- Volunteer Match
- Other

### Company Background

The year your company began operations \*

What were your fiscal revenues last year? \*

How many Part time employees do you currently have? (Salaried or Hourly) \*

How many Full time employees do you currently have? (Salaried or Hourly) \*

Average hourly wage \*

Does your company hire from low-moderate income communities? \*

Please select your companies primary industry.

What are your anticipated hiring needs for the next 12 months? \*

### Focus Areas

Please select the areas where you are looking for help for your business.  
Check all that apply.

Skill Groups \*

- Finance
- Human Resources
- Marketing
- Operations
- Sales and Commerce
- Vision and Leadership

Previous  Next

### Key Business Challenges

Now we need to assess your need around a series of key business challenges associated with each of the focus areas that you have selected.

Check all that apply:

#### Key Business Challenges \*

**Finance**

- Access to Funding/Investors
- Accounting
- Alternative Financing (e.g., crowd-sourcing)
- Budgeting
- Financial Planning and Reporting
- Debt or Equity
- Valuing a Business
- Pricing Strategy

**Marketing**

- Communications
- Marketing Strategy
- Marketing Tactics
- Online Marketing
- Social Media

Previous  Next

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### Pick Your Top 5

Below is a list of everything you selected in the prior section. Please choose up to 5 areas in the left-hand column where you believe you need the most assistance, and rank the top-five in order by dragging them into the right-hand column.

#### Pick your Top 5 \*

- Alternative Financing (e.g., crowd-sourcing)
- Valuing a Business
- Communications
- Marketing Tactics

- 1. Debt or Equity
- 2. Online Marketing

Previous  Next

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### Book your consultation

The 30-minute consultation with an Experience Manager is designed to help you define your development goals.

< > Sep 22 - 28, 2017 PDT

Fri 9/22	Mon 9/25	Tue 9/26	Wed 9/27	Thu 9/28
9:45am		9:45am	9:45am	9:45am
10:00am		10:00am	10:00am	10:00am
10:15am	10:15am	10:15am	10:15am	10:15am
10:30am	10:30am	10:30am	10:30am	10:30am
10:45am	10:45am	10:45am	10:45am	10:45am
11:00am	11:00am	11:00am	11:00am	11:00am
11:15am	11:15am	11:15am	11:15am	11:15am

↓

### Match Cart

SCORE	ADVISOR	ORGANIZATION	STATUS	ACTIVE IN	
100			In partnership	1 Partnership	Lock <input type="button" value="Add Note"/>
100			Ready for new match		<input type="button" value="+ Add"/>
100			In partnership	1 Partnership	<input type="button" value="+ Add"/>
100			Ready for match		<input type="button" value="+ Add"/>
95			In partnership	1 Partnership	<input type="button" value="+ Add"/>
95			In partnership	1 Partnership	<input type="button" value="+ Add"/>
85			Ready for new match		<input type="button" value="+ Add"/>
85			In partnership	2 Partnerships	<input type="button" value="+ Add"/>
85			Ready for new match		<input type="button" value="+ Add"/>
85			In partnership	1 Partnership	<input type="button" value="+ Add"/>




## Entrepreneur / Advisor Match Drivers

Reason for Match (Displayed to Advisor)

H1 H2 H3 H4 H5 H6 P pre **B** *I* U

Congratulations! The kickoff call for your BusinessAdvising.org partnership has been confirmed.

June 14 at 11:15 AM PDT

Advisor Name  
Advisor Contact

Entrepreneur Name  
Entrepreneur Contact

Reason for Match (Displayed to Entrepreneur)

H1 H2 H3 H4 H5 H6 P pre **B** *I* U

Here is a link to our [Partnership Toolkit](#). It is full of best practices, sample agendas, templates and much more to support you in having a successful advising engagement.

Attached is a calendar invite for your call. Just click on the attachment in this email to add this meeting to your calendar.

Over the course of this advising match we will be sending you short online feedback surveys. Please take a few moments to complete them, they truly help us deliver a better program experience for everyone.



Home Library Community **Mentoring**

Partnership

**Schedule a Meeting** OR **Start a Hangout**

**Goals** ➕ Add new Goal

- Leadership Development**  
Find my own leadership style so I can better develop a team  
*Team Leadership*  
GOAL STATUS: 🔄 Making Progress Share my progress
- Social Media**  
Learn best practices around social media advertising, pay-per-click and SEO  
*Online Marketing*  
GOAL STATUS: 🔄 Making Progress Share my progress
- Develop Marketing Plan**  
Develop annual marketing plan to increase revenue by 30%  
*Marketing Strategy*  
GOAL STATUS: 🔄 Making Progress Share my progress

Ongoing Checkin + Response Data ×

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**How are you meeting with your Entrepreneur?:**  
["phone", "in\_person", "email"]

**What else would you like us to know about your experience so far?:**  
Exciting to be part of a start-up with a great future.

**What is a success story you can share with us about your match with your Entrepreneur?:**  
A success story would be taking the decision to hire a Director / VP of sales. Currently we are days away of making an offer.

A second story is that of having an issue with a staff member which feared here job would change or be lost at the hire of VP / Director of sales. Several meetings with employee has clarified hat her role will change for the better and that her position will remain.

**Do you plan to continue meeting with your Entrepreneur?:**  
true

**How many hours have you spent with your Entrepreneur this month?:**  
5

**How satisfied are you with your match to your Entrepreneur? (1 is low satisfaction; 10 is high satisfaction):**  
10



FEATURED

### Entrepreneur Essentials

Missions in this collection cover topics such as developing teams, delivering a message, finance, and e-commerce.

[Explore collection](#)

Things to read, watch, do [Browse more](#)



Start with why -- How great leaders inspire action

70%



A Guide to Local Content Marketing for Small Businesses

90%



7 Tips for Small Business Owners to Create a Website that Sells

80%



How to Improve SEO for Your Small Business

90%

## Customized reporting.

We can report on a variety of metrics that are important to you at a schedule that meets your needs.

Some possible metrics include:

- Number of advising hours
- Satisfaction ratings
- Number of advising engagements
- Notable quotes
- Marketing ready success stories
- And more!



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## Thank You! Questions?

Robert Porter  
 Managing Director  
 BusinessAdvising.org and PCV Loan Fund  
[rporter@pcvmail.org](mailto:rporter@pcvmail.org)