

Melanie
Laughing Llama



Tevaris
*Tucker Trustworthy
Transports*



Mark
Pop's Marketplace



Supawadee
Su Plus Two



Kiva@WWBIC

*Crowd-Funded Kiva US
Nanoloans in Wisconsin*

Resource Guide

What is Kiva?

Since 2005, Kiva has provided a nonprofit international microlending platform that helps entrepreneurs access capital to expand their financial resources and help underserved communities thrive.



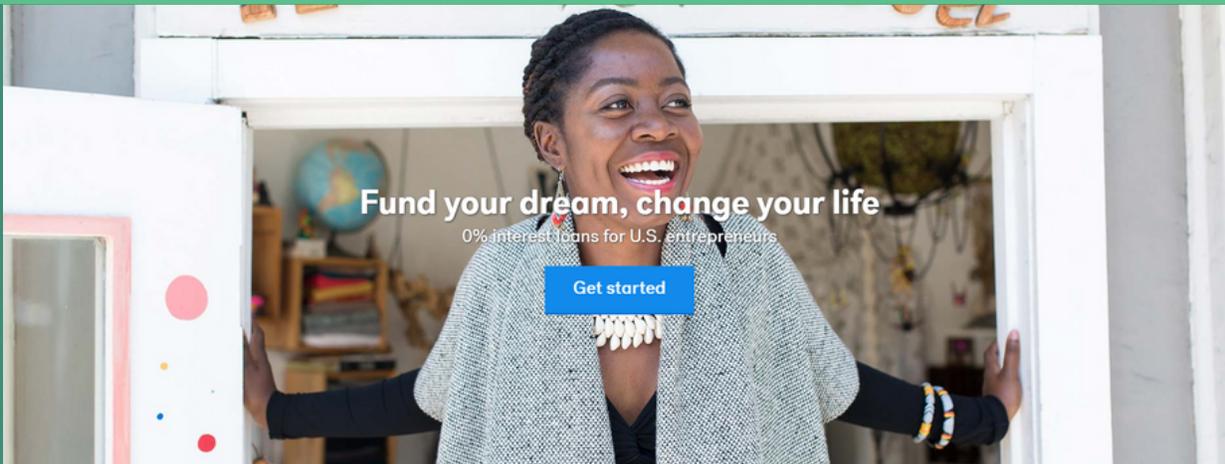
Kiva connects small businesses with 0% interest, \$0 fee, nano loans of \$1,000-\$15,000 that are **crowdfunded** by a community of millions of individual lenders on their online platform.

In 2014,, WWBIC lead fundraising efforts to support Kiva US crowdfunded small business loans for Wisconsin

Kiva@WWBIC helps position Wisconsin entrepreneurs for success by assisting borrowers with Kiva loan applications, fundraising, and repayment processes.



Since the launch of the program, Kiva@WWBIC has helped nearly 650 Wisconsin entrepreneurs fund over \$4.4 million in 0% interest loans with the average loan being \$6,800.



Apply

2+ Hours

Find out if you're pre-qualified, then easily fill out our online application



Invite

Up to 15 days

Prove your creditworthiness by inviting friends and family to lend to you.



Fundraise

Up to 45 days

Go public on Kiva, with your loan visible to over 2 million lenders worldwide.



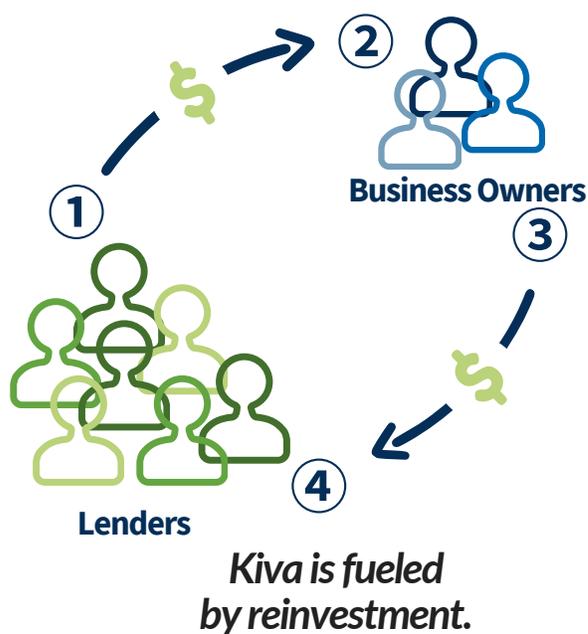
Repay

Up to 36 months

Build your customer base by repaying your Kiva loan.

Kiva engages a community of over 2 million lenders who crowdfund the loans by contributing as little as \$25 to the loans of individual entrepreneurs, providing them with **affordable** capital support their businesses. Kiva and its lenders want to support small business owners to create jobs, support their families, and make a **positive** impact on their **communities**.

The Lending Cycle



① Lend:
Lenders go to Kiva.org and lend \$25 (or more) towards a loan of their choosing.

② Fund:
When enough people lend and the loan is fully funded, the funds are disbursed to the business owner.

③ Repay:
As the business owner pays the loan back each month, the lenders get their loaned money back.

④ Relend:
90% of lenders invest that money in another entrepreneur, starting the cycle over again.

Social Underwriting



Kiva wants to see that your friends, family, and customers trust you and believe in your business. Before your loan is made available to Kiva's community of lenders, Kiva asks that you bring people from your community to lend you at least \$25 on the website. They typically ask for 5-40 community lenders, based on average loan size and other application factors.

Each loan from your community acts as a **character reference**, vouching for your **trustworthiness** and their **belief in your business**. By lending, your grandma, neighbor, and client show they trust you enough to invest in you. Lenders also get to decide which business benefit their communities.

As you repay your loan, your personal supporters and the individual lenders from the Kiva community get their money back. They can redeposit these loans to their bank account, or they can lend it out again to another entrepreneur on the Kiva platform continuing the cycle of lending. **It's amazing what \$25 can do over and over again.**

2 COMMENTS

2 days left

IN PRIVATE FUNDRAISING

7/10 lenders

\$6,050 TO GO



Erica, Happy Llama LLC - Madison

Kiva@WWBIC Timeline

Application: 2+ hours

Start your application at kiva.org/borrow. It includes personal and business financial information and your story. Begin talking to your community about Kiva.

Review: 1-3 weeks

Meet with your Kiva@WWBIC Capital Access Manager (CAM) to review, edit your application and evaluate you for an endorsement. Once submitted to Kiva, your application will be reviewed at headquarters in San Francisco. You may be asked to clarify information or make edits to your application. Kiva determines if you are approved, loan amount, loan term and your private fundraising goal. Lending contracts are reviewed and signed.

Private fundraising: up to 15 days

Kiva gives you a goal of how many supporters in your community you need to reach within a given deadline. We encourage borrowers to make a list of people they plan to reach out to for support before activating their profile link. Support from your family, friends and customers provide a character reference by lending you \$25 or more on the site. Your link is only accessible to those you directly share it with.

Public fundraising: up to 45 days

Once you have been successful in the private lending stage, your online profile is shared with Kiva lenders around the world. Kiva is an all or nothing platform, if you do not fundraise for the full amount in the given timeframe, no funds are received, and all contributions made are refunded to your lenders. Borrowers should continue to share out their link within their network and thank all those who have already contributed to their loan.

Disbursement: up to 7 business days

Once you have crowdfunded the full amount of the loan in the time allotted by Kiva, your loan link will expire and your funds will be disbursed to your PayPal account.

Repayment: 30 days after funding

Repayments are 12 to 36 months based on loan size. There are no penalties for repaying early, and as soon as you fully repay, you can **apply for 2x your initial loan** amount up to \$15,000.

Apply Here



kiva.org/borrow

Work with your CAM!

The Kiva@WWBIC Team is here to help you succeed throughout every step of the Kiva loan process. Preparation during the application step can make review and fundraising go quickly and smoothly, so email wisconsin@local.kiva.org or join us for office hours and classes!

Is Kiva right for you?

• Minimum Requirements

- At least 18 years old
- Loan must be used for business purposes
- Not in current bankruptcy or foreclosure
- Not a franchise or multi-level marketing
- Operating a legal and socially responsible business (no CBD, no weapons)
- No violent or financial conviction within the past 5 years



Our Most Successful Borrowers



Are tech able

Kiva's application is entirely online, most of the communication is by email, and all money transfers are electronic through PayPal.



Craft a plan that makes sense

You are asking for your community and the Kiva community to invest in you and your business. Make sure that you can clearly explain what you are going to do with their money and how it is going to impact your business.



Can market business to network

Your community is an essential part of Kiva. You need to market your loan to people in your network to vouch for you by lending you \$25 through Kiva's website.

Things that increase your loan amount:

- Robust social media
- Business revenue
- Official proof of business
- Organized finances
- High credit score
- Low debt vs. income
- Repeat Kiva borrower
- Consistent Communication
- Experience in field

Things that don't affect your loan amount:

- Immigration status
- Personal assets
- Time in business
- Lack of credit history

Things that decrease your loan amount:

- High debt vs. income
- Low credit score
- Past due debt
- History of late payments
- Misreported finances

MKE Blacksmith, one of Wisconsin's Kiva US first borrowers and a repeat borrower.



Shannon, MKE Blacksmith - Milwaukee

Loan Uses & Size

What can't you use your loan for?

- Refinancing debt
- Purchasing stock or equity
- Federally illegal activities: gambling, hemp-related products
- Tobacco
- Pawn shops
- Weapons
- Multi-level marketing
- Direct selling
- Cryptocurrencies
- Drones
- Adult entertainment

What can you use your loan for?

- Equipment (Ex: espresso machine, commercial vacuum, etc)
- Down-payments for renting a new location
- Hiring employees
- Professional services such as website creators, accountants, etc
- Certifications for your business.
- Inventory
- Leasehold improvements
- Marketing

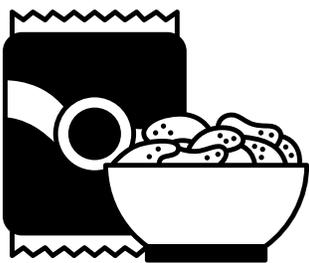
Questions to Consider



Is your loan going to lead to growth or stagnation?

example: 'I need an espresso machine for my coffee shop, I will be able to offer a greater variety of products. This will lead to growth in revenue.'

How will your loan decrease your costs in the long run?

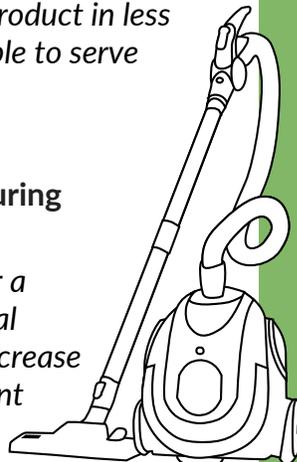


example: 'I need a potato slicer to increase chip production. Hand slicing is limiting my production and is labor intensive'

The mandolin will lower my labor costs and also allows me to create more product in less time - I will be able to serve more clients.

How will your loan affect your costs during repayment?

example: 'The cost of my \$5,000 loan for a commercial vacuum and other professional cleaning equipment will result in a 10% increase in costs per month with a monthly payment of \$209 over a two year term.'



This equipment allows me to offer more efficient cleaning services. With gained efficiencies I can serve more clients and increase revenue. Increased revenue will cover my loan payments and will even result in profit in month three.

Loan Size	Loan Term	Monthly Payment
\$1,000	12 months	\$84
\$2,000	18 months	\$112
\$3,000	18 months	\$167
\$4,000	24 months	\$167
\$5,000	24 months	\$209
\$6,000	24 months	\$250
\$7,000	36 months	\$195
\$8,000	36 months	\$223
\$9,000	36 months	\$250
\$10,000	36 months	\$278
\$11,000	36 months	\$306
\$12,000	36 months	\$334
\$13,000	36 months	\$362
\$14,000	36 months	\$389
\$15,000	36 months	\$417

Cash Flow



Knowing what money you have helps you use your resources wisely. Where does your money currently come from and where does it go?

Personal Cash Flow

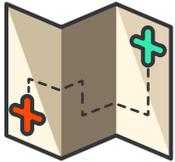
How much money is my *household bringing in each month after taxes? \$ _____

What are my monthly personal expenses? \$ _____

Business Cash Flow

How much money is my business bringing in each month? \$ _____

What are my monthly business expenses? \$ _____



What's your loan plan? Mapping out your plan and goal helps you realistically and effectively use your loan. How is your loan going to change your cash flow?

How much does this project cost? \$ _____

Does your loan **increase revenue**? How? _____

Does your loan **decrease expenses**? How? _____

What is your projected monthly revenue? \$ _____

What is the minimum revenue per month you need to make in order to pay off all of your business expenses, including your loan? \$ _____

Will this cover the loan monthly repayments? _____

Repayments start quickly: what is your plan for making repayments on time?

Plan A _____

Plan B _____

*Household income: All incomes of people that live in your home.

The Application

Credit History

Kiva wants to know your credit score and bill payment history. Kiva will do a soft pull on your credit. There is no minimum credit score.

You have the right to three free credit pulls a year through annualcreditreport.com. For more information, check out ftc.gov.

Kiva Loan Profile

This is your pitch. Tell your lenders about you, your business, and how you are using your loan. This includes your photo, a tagline, personal story, business description, and loan use and impact..

Profile Photo

You need a horizontal (landscape) photo of you, the business owner, smiling with a representation of your business.

Cost List

What are your specific loan uses and their costs?

Uploading Documents

This is where you upload any proof you have to verify your business and personal information. The more you provide, the easier it is for Kiva to approve you for a higher loan. Forms should match your current business location.

Examples include: Incorporation documents, Government registrations, Permits (CURRENT), Doing Business As (DBA), Business tax returns, EIN/ITIN

Business Bank Statement:

This does not include statements from Square, CashApp, or any third party financial institution.

Endorsement

Optional, not guaranteed. Ask a trustee to provide an endorsement (strengthens credibility)

Eligibility

Confirms you and your business qualify for Kiva's basic eligibility requirements.

To apply you need a verified PayPal account attached to your bank account. Make one at paypal.com.

If you have a criminal history, you need to report this in your application.

General Loan Information

What size loan are you asking for and what are you using it for?

Borrower Agreement

Before beginning the application, Kiva has you read and agree to their terms.

Personal Information

You provide your contact information, address and demographics.

Business Information

You provide your business location, how long you've been in the business, what your business does for your community, and if you've worked with mentors or business organizations.

Business Online Presence

Enter all of your business' social media, website, and any other online presence. This is not required but it can help your application.

Income & Household Payments

You provide information about the cash flow of your household, including income (business and other) and expenses (rent/mortgage, credit card payments, student loans, child support, etc.).

Business Revenue & Payments

Kiva wants to see a comprehensive picture of what money's coming in and what's going out. .Startup/prerevenue businesses can apply.

Review Your Application

Preview how your loan profile will look online and verify that all sections of the application are fully completed. **Make sure your application is accurate - misquoted finances and failed attempts to report debt and criminal history are the number one reason applicants get turned down!** When you are satisfied, submit your application!

Online Profile



A

YOUR PITCH:
Connect with individual lenders around the world. Tell them about you, your impact in the community, and your business. Be personal and showcase your passion

B

A loan helped our local Spanish Center with creating community programs for youth, adult and seniors.

Joshua's story

C

The Spanish Center of Racine is close to our heart, as Samantha is a first-generation college graduate that came from an immigrant family. That firsthand know how much our Latino community struggles to find services such as translation, interpretation, as well as local opportunities to learn English. She remembers being the family interpreter and translator at a very young age, as well as seeing how much her parents struggled to navigate this world with limited language, services and resources made us work harder to ensure that one day our community would have a safe place to come to.

I, Josh, started this business because of the lack of representation for my community within the Racine area. My passion for this Spanish Center is being a safe place for people to come and acquire resources to help motivate them to bigger and greater things. My motivation comes from bettering my community which I serve.

More about this loan

D

Business Description

Our business is the Spanish Center Inc. We strive to provide ESL classes, financial literacy classes, Notary and translation services for the community, as well as onsite tax professionals, insurance broker and a home lending specialist. Our business operates at 2501 Douglas Ave Racine WI. Our grand opening was May 6th, 2023, we decided to start our Spanish Center due to the need for it within our community.

E

What is the purpose of this loan?

We are applying for this loan so we can continue to operate as well as fund our classes and community outreach programs. Our business will be impacted because currently we are self-funded and are striving to give more back to our community in the form of classes and events. If we do not receive this loan, we will be limited on how we can give back.

A

Photo

A horizontal picture of you smiling with a representation of your business.

B

Tagline

Your tagline. Keep it under 20 words. Make sure it's concrete and specific. Finish the sentence "A loan of \$XX helps..."

C

Personal Story

Tell the lender a little about you as a person. In this section you are helping the lender connect to you. Under 300 words.

D

Business Description

This is your elevator pitch. In this section you are helping the lender believe in your business. Tell us where you started, what you're doing now, and your future plans. Under 300 words.

E

Loan Description

Three to four sentences and a list is best. What specifically are you using the loan for and how will that affect your business?

Photo

Your photo is a lender's first impression of you, so make it count!
Loans with bad photos often have trouble fundraising, while a great photo can help you fund quickly.



Esperanza standing in front of her business entrance.



Kaleigh with her Love Cafe MKE products.

Your photo *needs* to:

- Feature your smiling face
- Represent your business
- Have a landscape orientation
- Look professional

- No Selfies/ Filters/ Collages
- Don't just show your product
- Don't include other people's kids
- Don't use a dark/blurry photo
- Make sure it's not portrait or square



Landscape orientation



Tips to boost your photo:

- Show your tools/equipment
- Demonstrate your product
- Use bright colors



Portrait orientation



Tagline

This is one sentence. It gives an idea of what your loan is about and why a lender should support you. Say at least one thing that makes you/your business/your loan special. Complete the sentence: "A Kiva loan helps..."

_____ + _____ ●
(Something about you) (Something about your loan)

A great tagline is...

- ✓ **Short**
One sentence, less than 20 words.
- ✓ **Specific**
Vague business words aren't your friend. Give the lender something to picture.
- ✓ **Impactful**
Choose words that will draw lenders in, tell them who you are. What is your loan helping you accomplish? Are you a mom? A dad? A veteran? Does your business provide a needed or interesting service? Are you serving a unique or vulnerable population?

Great loan use statements:

A Kiva loan of \$X,XXX helps...

- "an independent electrician update his work van."
- "a mom specializing in hair-loss expand to a brick-and-mortar salon."
- "a woman buy vehicles for her medical transport business."
- "a local barber buy his building."
- "a dad and entrepreneur equip his expanded community gaming space."

Not-so-great loan use statements:

A Kiva loan of \$X,XXX helps...

- "buy product to increase stock and revenue so my business can meet its full potential."
Too vague!
- "fund The Juice Bar, a community-focused juicery and healthy food cafe serving locally sourced organic products and vegan options for the historic Janesville neighborhood which currently has very limited healthy eating options."
Too long!

Personal Story

This is where you tell lenders about you as a person (NOT as a business). Lenders choose to support loans for many different reasons. Here, you have the opportunity to connect with your potential lenders by telling them a bit about you. Keep it conversational, brief, and specific. Here are some ideas to talk about:

- Growing up
- Your family
- Hobbies/passions
- Challenges you've faced
- Communities you are a member of
- Your professional journey
- Places you've lived
- People who inspire you
- What makes you a qualified business owner?



A great personal story is...



Short

2-3 short paragraphs or 350 words.



Personal

Focus on you, not your business. You'll have room to talk about your business in the next section.



Conversational

Your professional accomplishments may be relevant, but make sure to tell a bit more: **this is a story, not a resume.**

Bakht's personal story:

Before immigrating to the U.S. as a refugee, I had been working with the US army and ran a restaurant and grocery store in the province of Kunar, eastern Afghanistan. When the Afghan government fell under the control of the Taliban in August of 2021, I fled to Virginia with my family. I settled in Madison later that October with the help of a local refugee resettlement program, Jewish Social Services of Madison.

I'm trying to recreate the feeling of home by bringing my family's Afghan recipes to Madison, with a bit of difference. My food is rustic, tasteful and plentiful. I already have a 1000 customer base here who enjoy my food, made with love and care. Once my customers try my Kabuli pulao, they always come back for more.

I have been through tough times, but I am hard-working, resilient and I do not give up. I believe I can make a new life in the US with my skills and experience as a chef. Hospitality and feeding guests is an integral part of our culture and heritage. I want to build a similar community of hospitality and respect, where the guest is treated like a family member.

-Bakht, Afghan Kabul Cuisine - Madison

Business Description

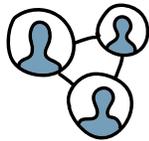
Here's where your lenders learn about your business. This is like a 30 second elevator pitch: tell us about how you started, **what you specifically sell**, how you help your community, what differentiates you from other similar businesses in your community and what you're planning on doing in the future. You believe in your business, so share that passion!



Where did you start?



What do you sell?



How do you help the community?



What are your future plans?



A great business description is...



Short

2-3 short paragraphs or up to 350 words.



Clear

Spell out what your business does in general and give a few examples.



Impactful

Say how your business helps the community. Do you provide a needed or unique service? Are you creating jobs? Making your neighborhood better?

Erica's business description:

Together, my husband and I found Coulee Health. We are a multidisciplinary clinic with chiropractic, massage therapy, functional medicine, health coaching, and a fitness center. We also offer doula services with our ever growing team of birth and postpartum doulas. Our business is located in West Salem, WI. We are committed to helping people find their optimal health and passionate about the role of movement, nutrition, emotional support, and community. Starting our own business with this in mind has allowed us to practice in a way that we can meet each individual where they are and discover what their goals are, what drives them, and how we can either support them within the walls of Coulee Health or connect them with a better suited professional in what we call our collaborative circle.

-Erica, Coulee Health - La Crosse

Loan Description

Specifically state how you are using your loan. Show your lenders you know what you're doing and that you are putting their investment to good use.

Funded

Total loan: \$8,500

Powered by 357 lenders

Pedro

Ozuna's Auto Repair LLC



Verona, WI, United States / Vehicle Repairs

[Find a new loan](#)



A great loan description is...



Short

2-4 sentences and a list.



Clear

Spell out what your loan is going towards and what that will do for you and your business.



Itemized

Break down the costs of your project and make sure they add up correctly!

Pedro's loan description:

We currently need capital to assist in acquiring equipment in our new auto-shop. Once we have the equipment needed, we will be able to start offering services and establish our business.

Equipment needed includes:

- 1.) Hoist*
- 2.) Tire Changer*
- 3.) Air Compressor*
- 4.) Tool Box*
- 5.) Engine Stand*

-Pedro, Ozuna's Auto Repair - Madison

Crowdfunding Tips + Templates

Create an artificial deadline

The quicker you get your people to lend to you, the higher you appear on Kiva's site when you go public. Creating an artificial deadline gets the ball rolling, and it helps avoid trouble with last-minute tech problems and forgetful family members.

Make it personal

It's easier to get someone to lend to you when you ask them directly. Ask your lenders to support you in person, by phone, and by direct messaging and email. Specifically ask for support, ask them what day they'll lend, and follow up to make sure they follow through.

Throw a wide net

Use all channels available to ask for support. Post on your social media channels, like Facebook, Instagram, and Twitter, frequently. Talk to your family, book club, religious organization, neighbors, customers -- any supportive community you're a member of. Kiva loans may be a new thing to a lot of people in your community, so post frequently, send out reminders, be ready to answer questions, and follow up.

Frequently thank your community

People like to do what other people have done. Thank your lenders publicly as they lend to you and celebrate your progress. This encourages more people to lend.

Phone & conversation guide

Hit these points when talking to friends, family, and customers about your Kiva loan.

- Explain what Kiva is and what you are using your loan for
- Ask them to **vouch** for you by backing your loan with as little as \$25
- **It is a loan, not a donation:** as you pay it back, they will get their money back
- This loan is a **character reference**
- Offer technical help on the Kiva platform if needed
- Thank them for their support

Fundraising

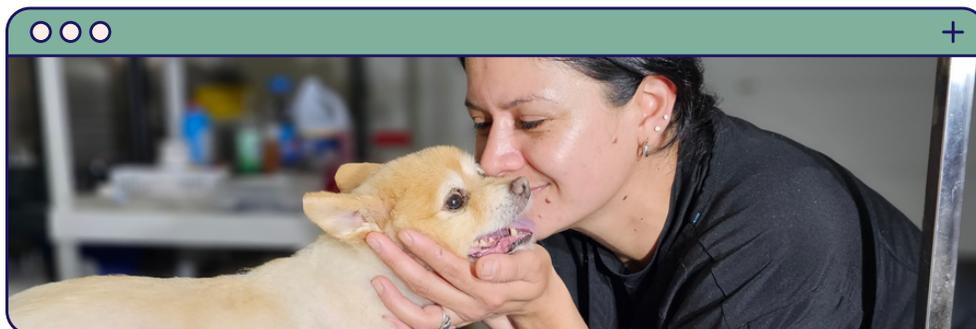
Spread the word to your friends, family and clients! This is a loan, not a donation, so you will get your money back as I repay the loan.

Sample Outreach:

- *Check out my Kiva loan fundraising right now! [loan link]*
- *Help my business grow by lending to my 0% interest loan @kiva: [loan link]. Every bit helps - loan as little at \$25!*
- *Hey everyone, my Kiva loan is already at 31%. My goal is to reach 40% by the end of today! Please help by visiting [loan link] and lending \$25 or more. Thanks!*
- *There is only 1 week left to show support for my business, [business name], on Kiva. Every little bit helps, so please visit this link before [deadline] to lend as little as \$25: [loan link]*

Remember to thank your lenders for their support!

Vanessa, D'Pelos
Pet Groomers -
Madison



FAQ's

Can nonprofits apply for Kiva?

Yes, nonprofits are eligible for Kiva loans as long as **you have a revenue stream**, like coffee sales, a thrift shop, etc. Non-profits that only subsist on **grants are not eligible**.

Why was my application rejected?

Not all applications are approved for a Kiva loan. Here are the most common reasons for rejection and ways to avoid them:

Unresponsiveness

If we can't reach you, the review team will assume you are no longer interested.

Inconsistent info

Make sure all of the information you enter is accurate and consistent.

Ineligible business

Not all businesses are eligible for a Kiva loan.

Low quality application

Kiva prioritizes applications that follow their photo and pitch guidelines.

If my loan expires, can I reapply?

You can reapply, but your loan amount will be lowered (a lower amount is easier to fundraise), and Kiva@WWBIC will help you strategize.

Need a larger loan?

WWBIC makes loans to small and micro start-ups and established businesses up to \$350,000. Go to wwbic.com/business-lending for more details.

I'm uncomfortable asking my friends/family for money. What do I do?

Each \$25 loan from your community is a character reference that is important to Kiva's underwriting process. It's how you prove your trustworthiness, and is a required part of a Kiva loan.

Can I lend to myself?

No: your Private and Public fundraising are part of your loan's underwriting. You are proving that your friends and family trust you, and that you have the hustle to crowdfund on Kiva. Lending to yourself is fraud.

Can my supporters lend more than \$25?

Yes! \$25 is the minimum loan amount. Any lender can lend from \$25 to the remainder of the loan. If one of your lenders plans on lending a large amount, let us know so we can make sure the loan isn't flagged as fraudulent.

What's this X2 banner I see on some loans?

Some organizations and individuals maintain matching funds which automatically double each loan from your community and the Kiva community.

What happens if I don't fund by the deadline?

Your loan will expire, and all of your lenders will get automatic refunds to their Kiva accounts. Kiva is an all or nothing platform you have to fundraise for the full amount in order to get access to any funds.

How to I make repayments?

After you successfully fund your loan, it's deposited into your PayPal account (usually in about 5 business days). You start to make repayments one month after you get your loan.

Go to kiva.org/my/borrower/auto-repayments or follow the link in your email to sign up.

You can make manual repayments of any amount at any time. Just go to your PayPal account and send a payment to paypalzip@kiva.org. Some borrowers find it easier to make multiple monthly repayments instead of one large payment, and some like to repay their loans early.

What methods of payment are accepted?

All financial transactions on Kiva are processed by PayPal, who donates all services. Lenders can either use PayPal accounts or PayPal's Guest Checkout. See paypal.com for all accepted payment types.

How do I get back into my application?

In order to get BACK into an application go to the kiva.org/borrow, then click continue application in order to get back to editing your application.

Start your application

kiva.org/borrow



WWBIC Locations

Milwaukee • 1533 N RiverCenter Dr • 414- 263-5450

Northeast • Appleton: 1191 N Casaloma Dr • 920- 944-2700

Southcentral • Madison: 2352 S. Park Street, Suite 226 • 608-257-5450

Southeast • Racine: 245 Main Street, Suite 102 • 262-898-5000

Kenosha • 600 52nd Street, Suite 130 • 262-925-2850

Southwest • La Crosse • 3500 State Road 16 - 608-668-4400

How to Reach Us

wwbic.com/Kiva
wisconsin@local.kiva.org
Call 414-263-5450



Kiva@WWBIC

*Crowd-Funded Kiva US
Nanoloans in Wisconsin*