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MasterCard

Center for Inclusive
Growth

The Small Business

SHARK TANK CHALLENGE



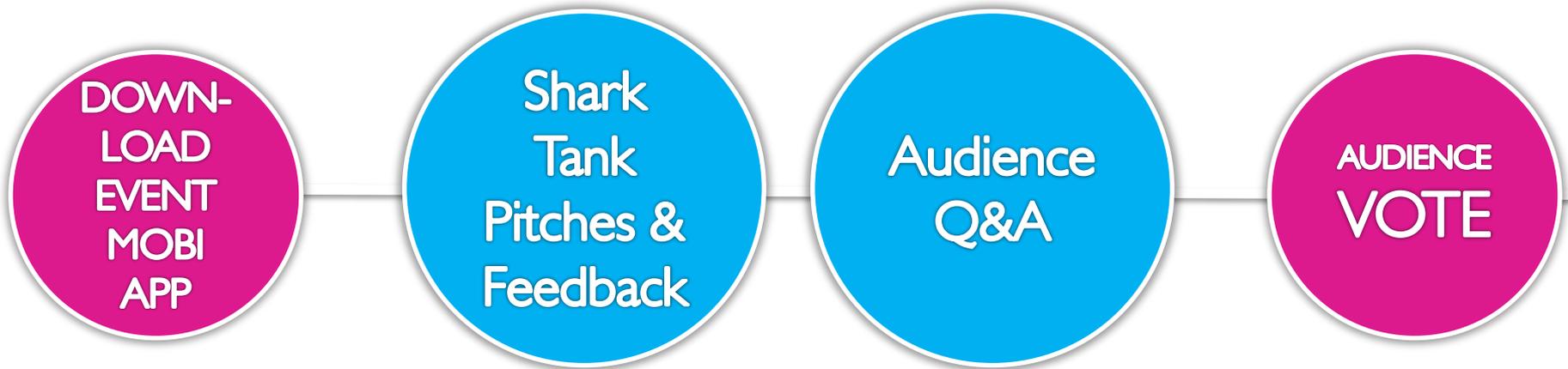
assetsconference.org

#ALC2014

OBJECTIVES

- **Have fun** and **get acquainted!**
- **Spread the word** about the great work happening across fields to help LMI microbusiness owners achieve financial capability

TODAY'S AGENDA



MASTERCARD® EVERYDAY MONEY™



\$5,000

5412

VALID THRU 12-09

M. BRADY



THE “SHARKS”

**Eugene
DeSilva**

Senior Vice
President of Global
Small and Medium
Enterprises at
MasterCard
Worldwide

Claudia Viek

CEO of the
California
Association for
Micro Enterprise
Opportunity
(CAMEO)

Mihailo

“Mike” Temali

Founder and
President of the
Neighborhood
Development
Center



PITCHES



Accion Texas Inc. serves the states of Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee and Texas



ACCION

Accion Texas Inc. serves the states of Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, Tennessee and Texas.

The Promise Loan Model

Entrepreneurial
Traits

(confidence,
attitude,
honesty,
challenges)

Business Skills

(use of tools,
experience)

Business
Potential

(financials,
competition)

Loan Officer
Assessment

(business
knowledge,
attitude)



Accion Texas Inc. serves the states of Alabama, Arkansas, Kentucky,
Louisiana, Mississippi, Missouri, Tennessee and Texas

6) How much experience do you have working in your type of business?

Less than 6 months

6 months - 1 year

1-2 years

2-5 years

More than 5 years

27) How much did your family and friends invest in the business?

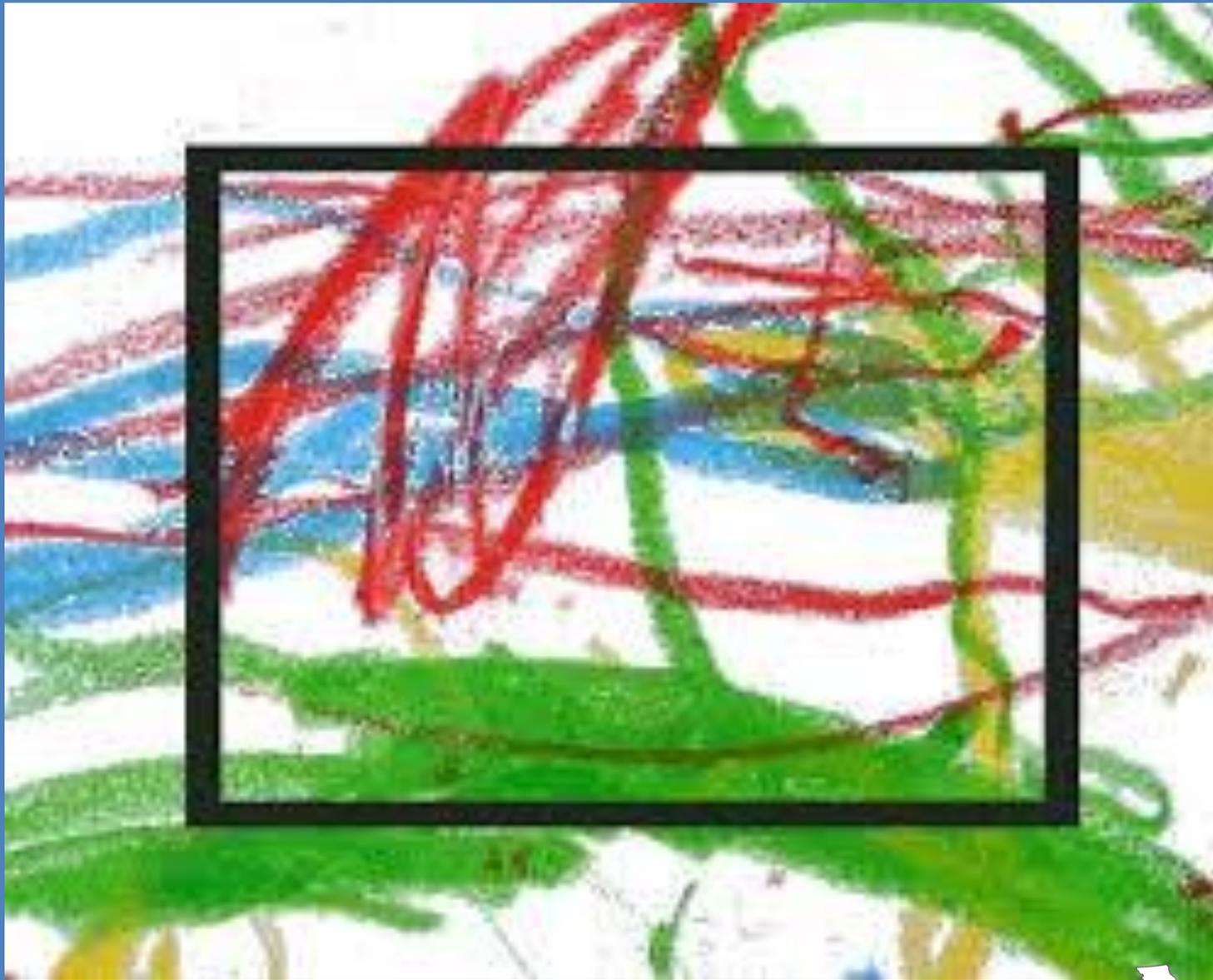
none

1% to 5 %

5% to 10%

10% to 20%

More than 20%



ACCION

Accion Texas Inc. serves the states of Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Tennessee, Texas, and Virginia.



Microfinance

Poverty

ALTERNATIVES

FEDERAL CREDIT UNION

JENNIFER CUNNINGHAM-RYAN



assetsconference.org
#ALC2014



mobilize
your business

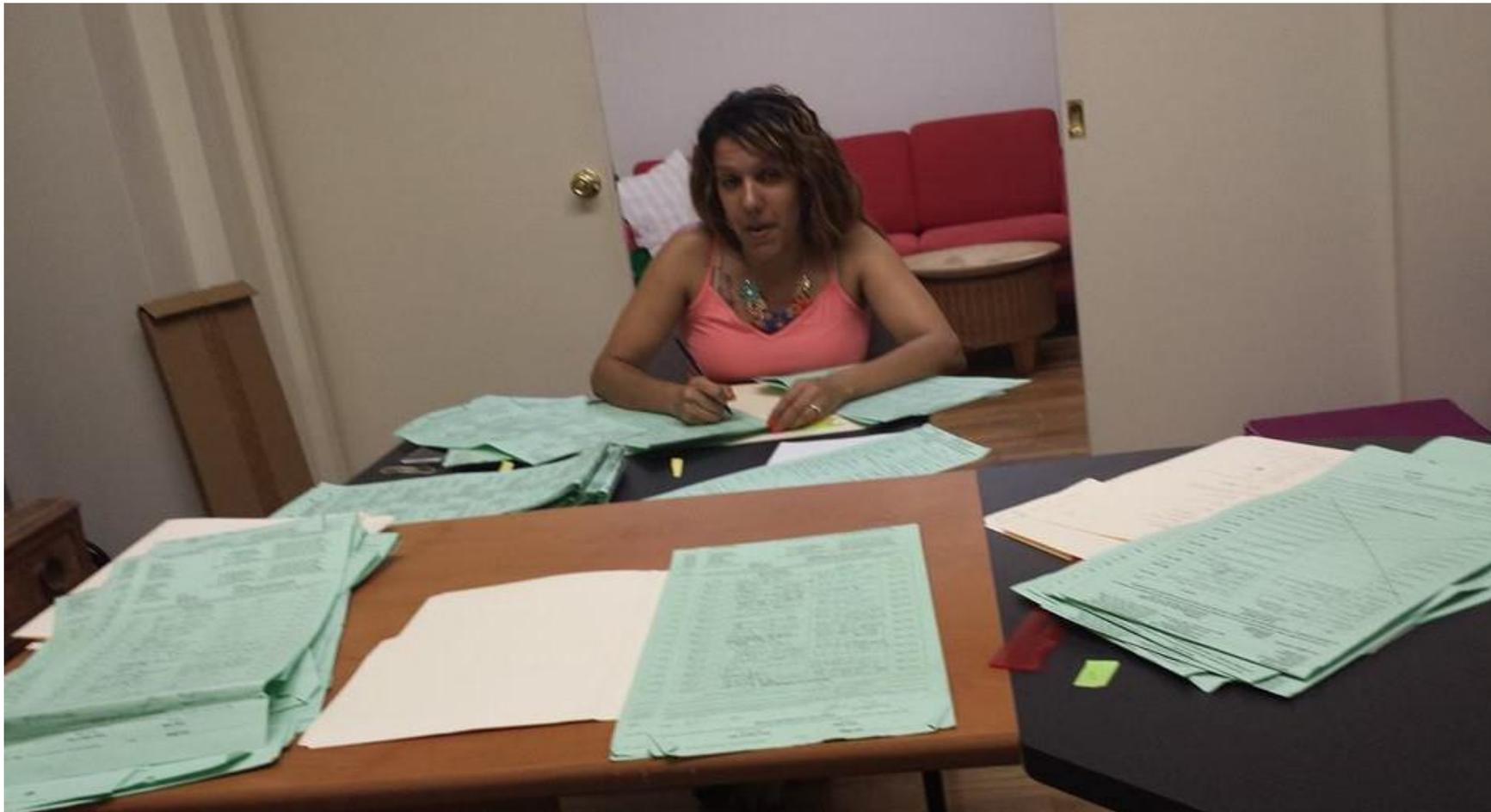
- **Manage Data**
- **Boost Sales**
- **Reduce Costs**
- **Improve Bankability**



Creating financial Identities through mobile technology

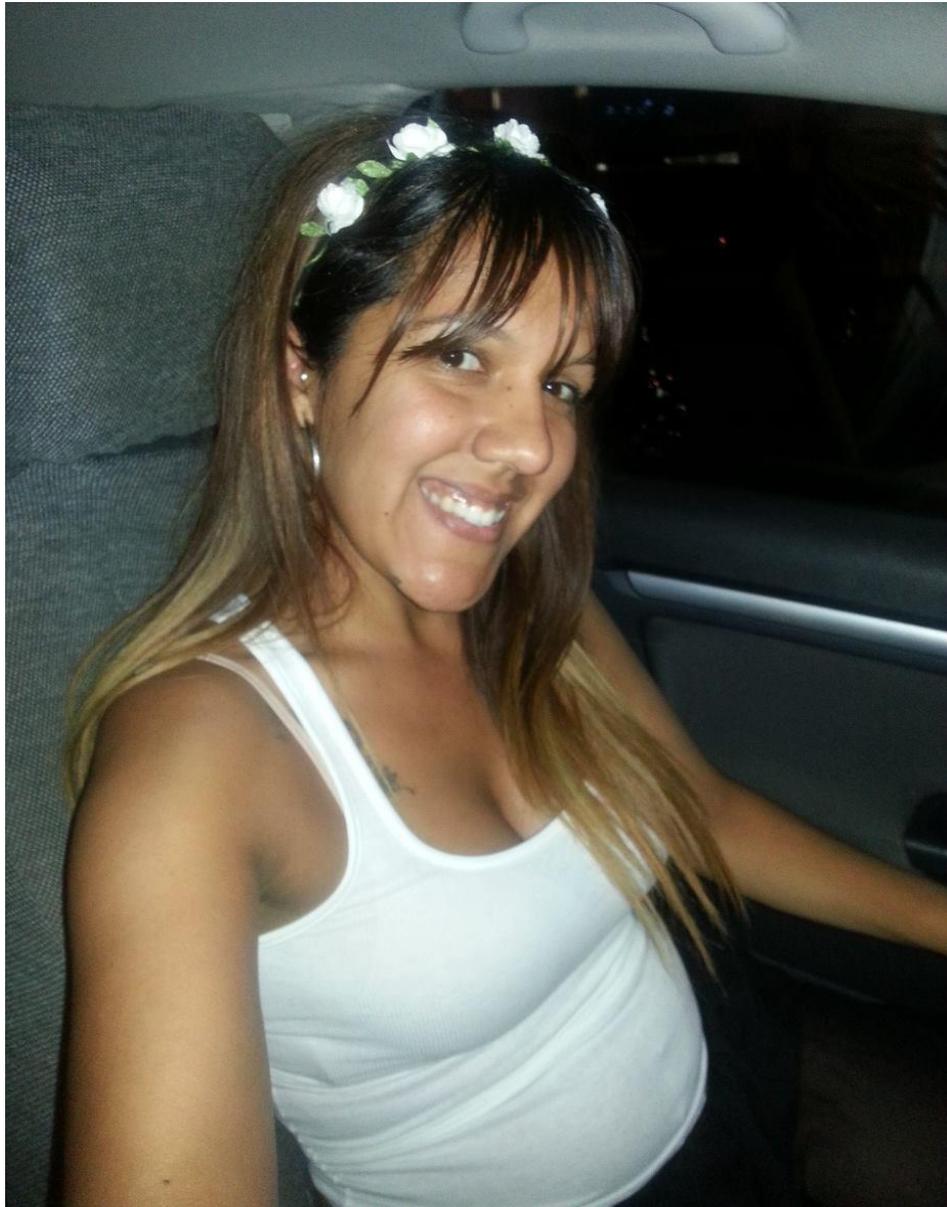
Erica G. Glenn, Program Manager
www.inventure.org
@inventure





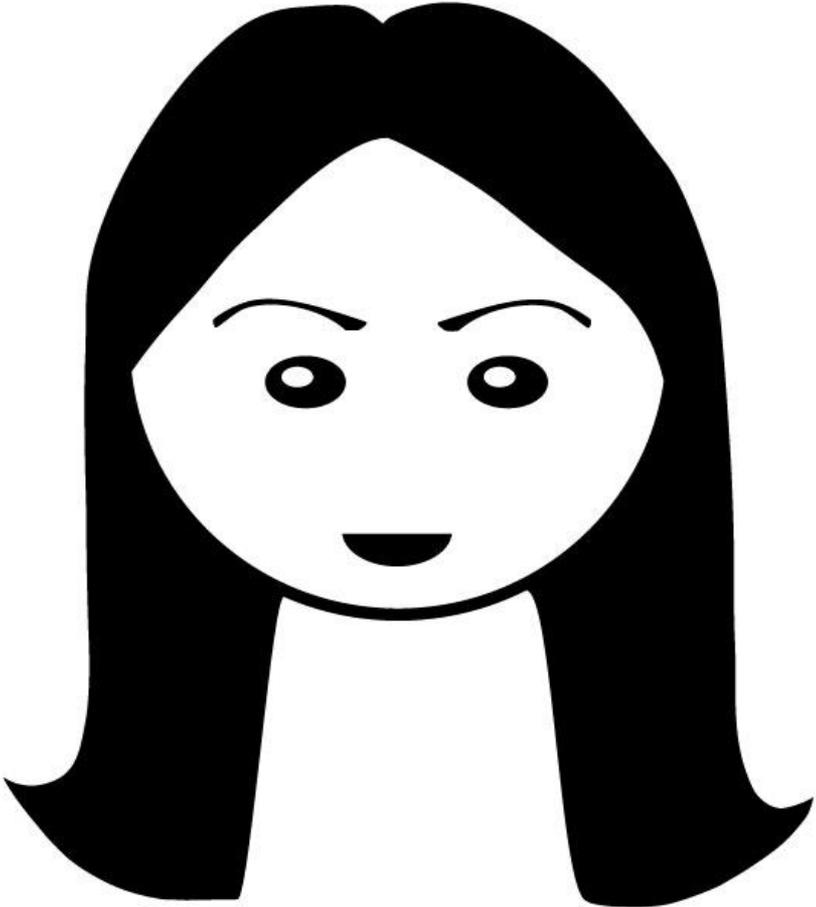
Christina







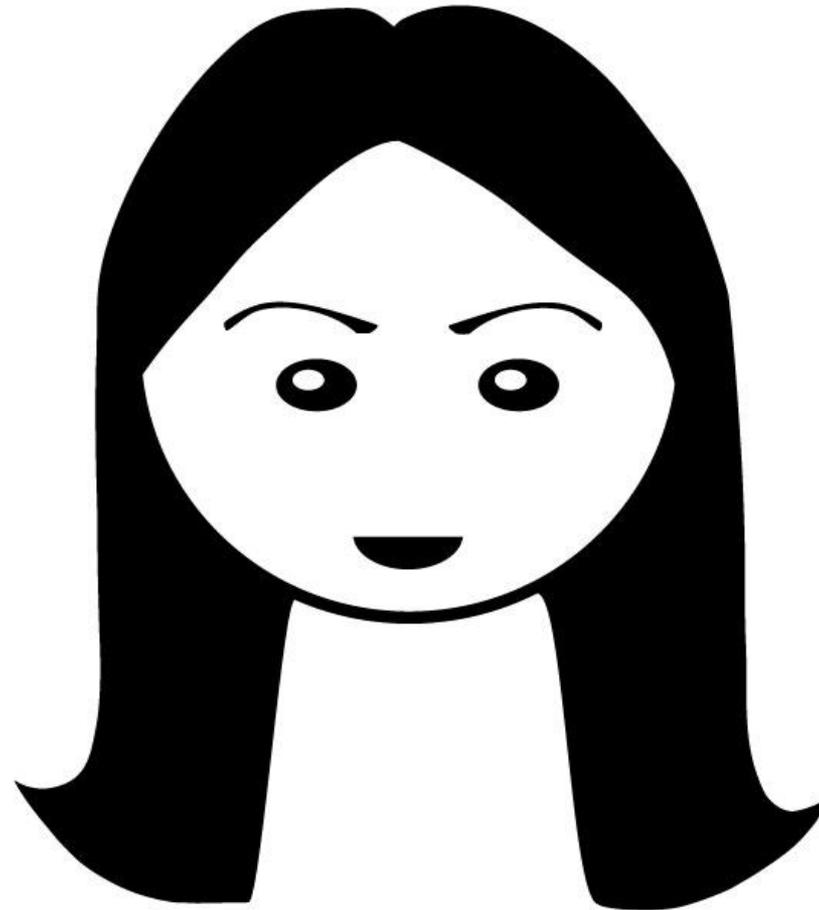
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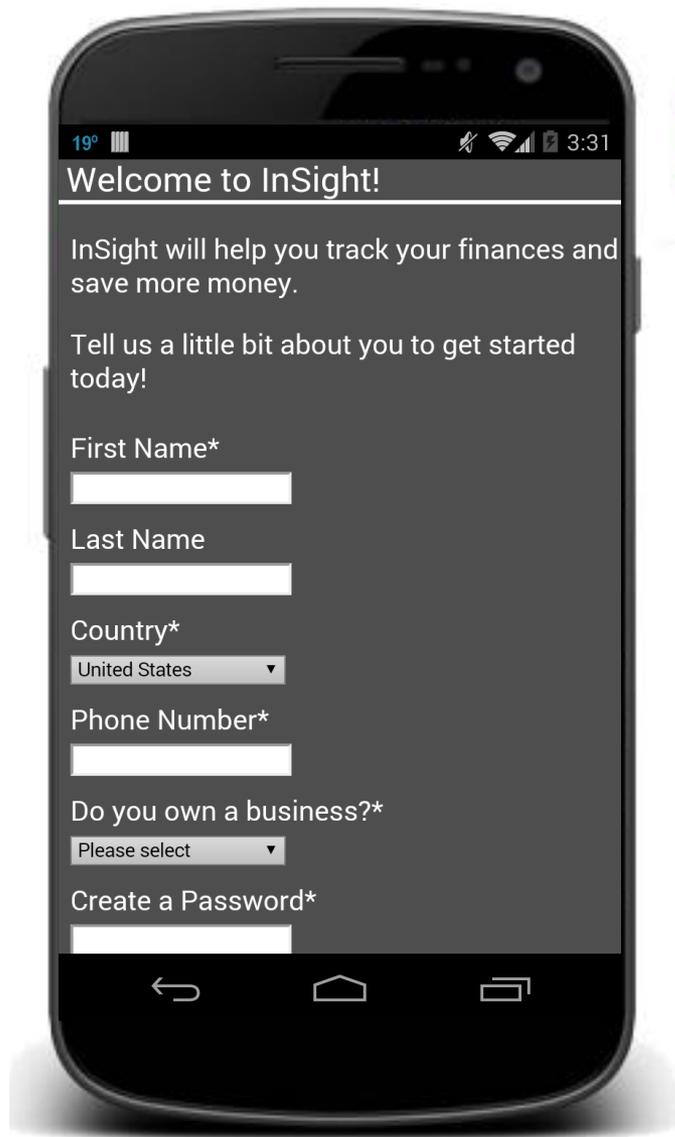




?



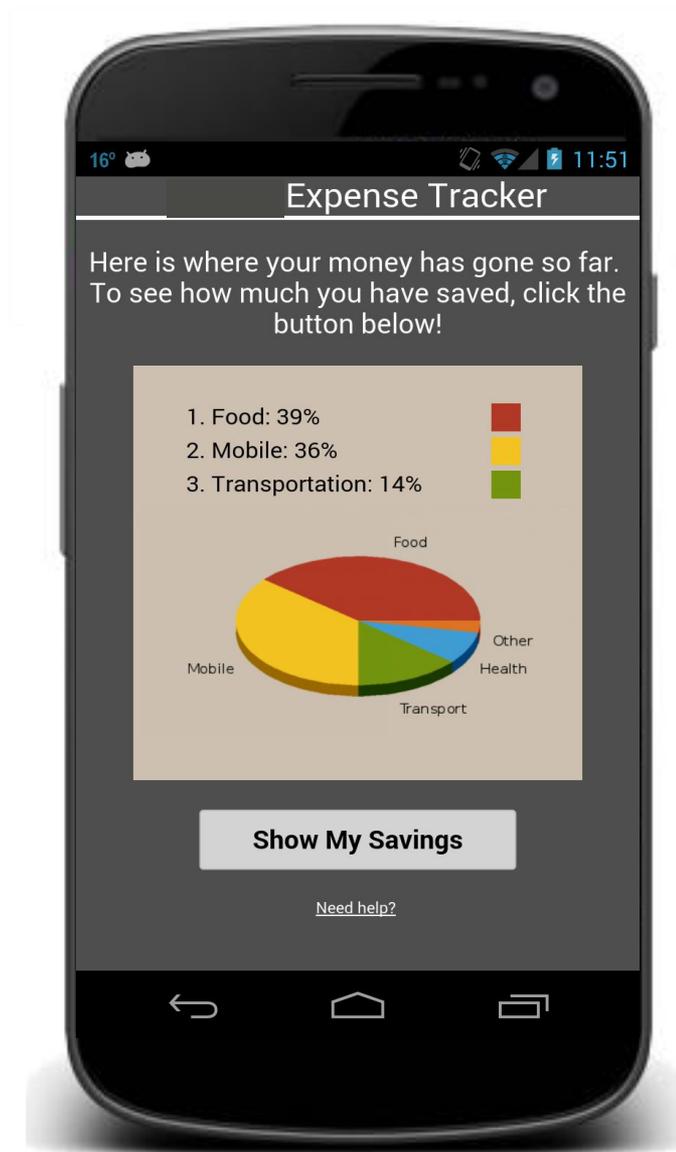
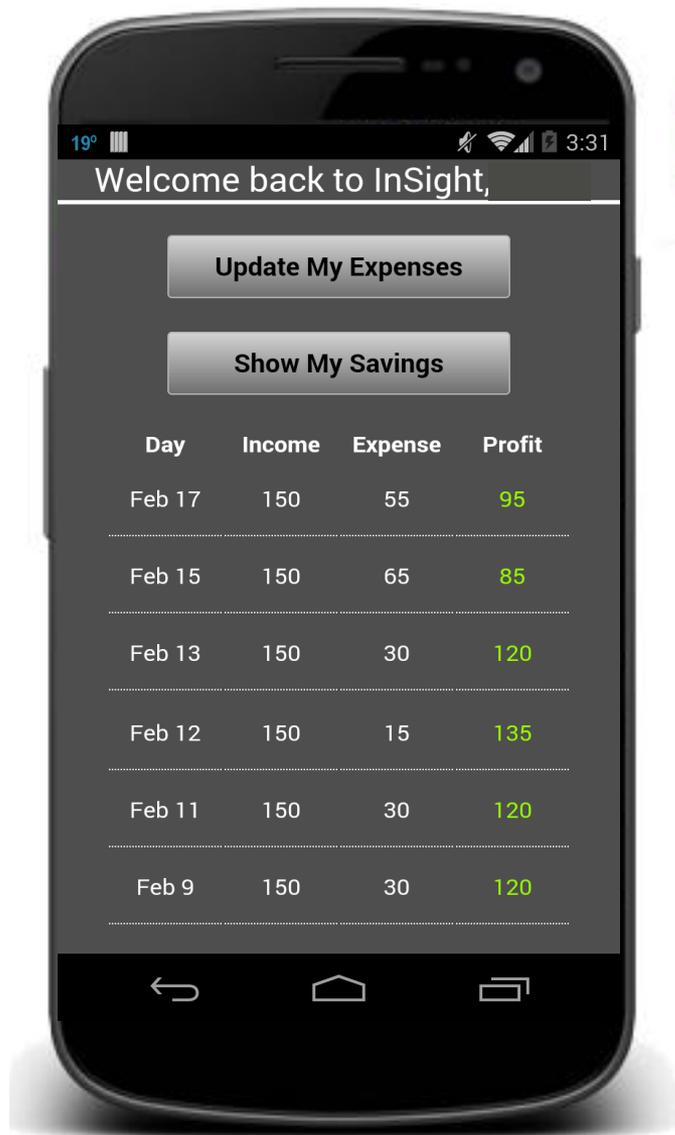




InSight™







InSight™



Global Mobile Penetration: 6.3B



4.5 Billion lacking access to credit

12%

income increase



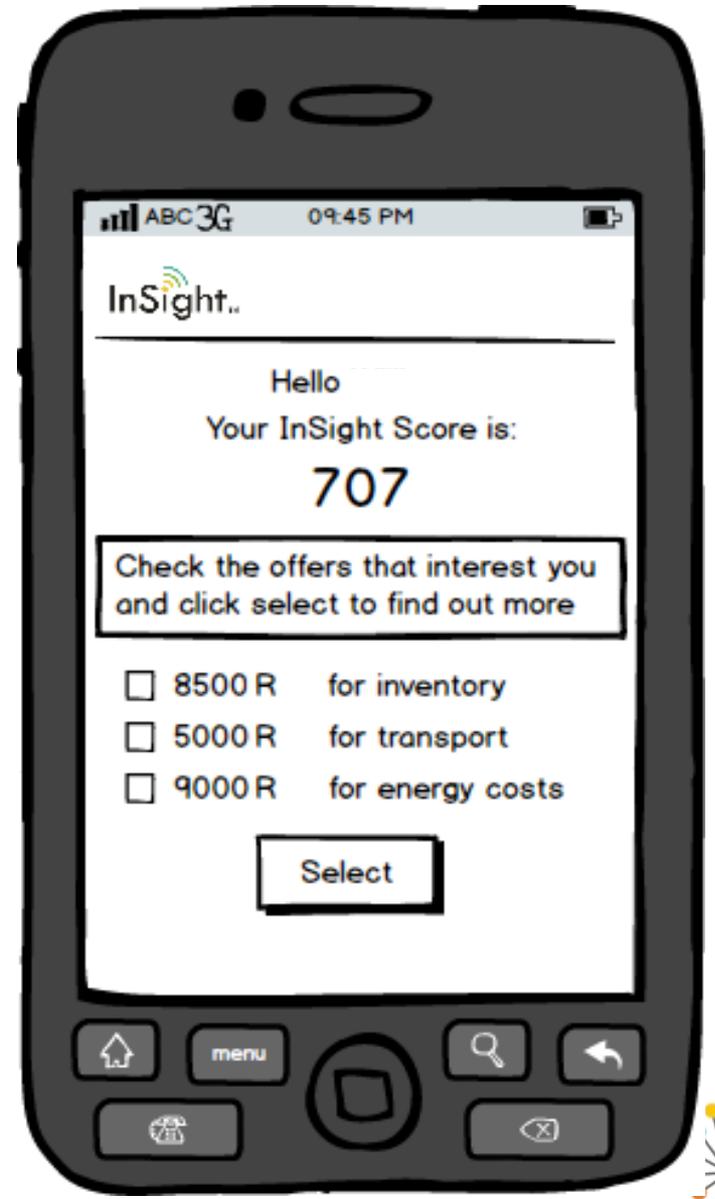
35%
savings
increase



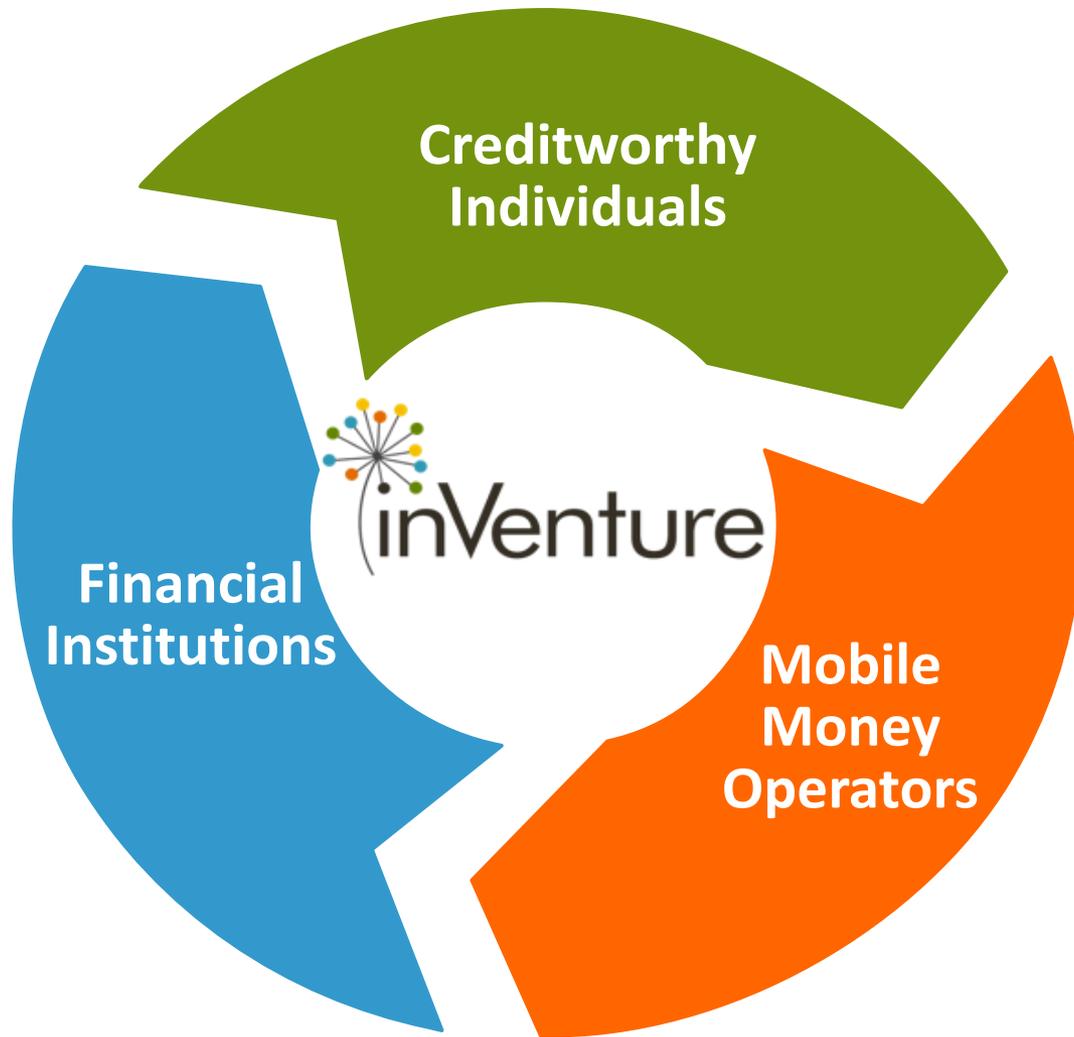
98.6%

accuracy





WIN-WIN-WIN





REES

RESIDENT ECONOMIC EMPOWERMENT & SUSTAINABILITY

NYCHA Social Impact Equity Fund

Assets Learning Conference

September 2014

Meet The Typical NYCHA resident

Total Population **+600K:**

- Avg. credit score of 584 is poor.
- 47% Unemployment rate
- 80% have no emergency savings.
- 43% are unbanked.

Basic Statistics	
Avg Annual HHI	\$23,150
%Employed	47%
Avg Rent/ Mo.	\$445

Credit Profile	Count	Percentage
Average Score	584	N/A
No Credit score at all	243	42%

Assets	Count	Percentage
<i>Have Emergency Savings</i>		
No	382	80%
Yes	88	18%

Banking		
No bank or savings account	204	43%
Checking OR Savings	131	28%
Checking AND Savings	136	29%

Limited Financing Options

- Debt financing options including
 - Credit repair loans
 - Micro Loans
 - Traditional loans.



- Crowd funding



- Friends & Family



- Bootstrapping



Financing Innovation

Another option is needed if successful business creation in these neighborhoods is to be the norm.



What about Equity?



Are investors interested in resident businesses?

Are residents willing to share the pie?

Initial Investor Feedback

- Received a research grant to develop the idea.
- Received initial investment for the fund
- Hosted a business financing panel:



Finance Your Business the Right Way

Not sure you have enough money to start or grow your business?

Come Learn About:

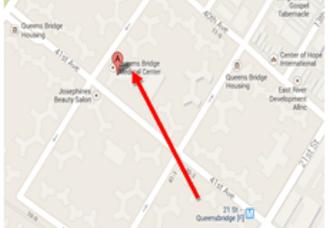
- Traditional and nontraditional funding sources available in New York City
- What lenders are looking for when applying for a loan
- Information on how to prepare a strong loan application
- The right financing opportunities for your business



Wednesday, September 18th
6:00PM - 8:00PM

Queensbridge Community Center
10-25 41st Avenue
Long Island City, NY 11101

Directions:
F Train to 21st - Queensbridge



To RSVP, call the REES Hotline at (718) 289-8100
For more information on REES, visit www.opportunityNYCHA.org

Resident Perspective: The Marshalls



“What if equity investment was an option?”

1. Lack of working capital: Unable to obtain credit due to bankruptcy and other credit issues.
2. **Yes, especially if a mentor could open doors.**
3. **“If credit was good, would have taken out a loan”**
4. **Absolutely.... And be able to purchase back the equity position... Yes**
5. **“The loan would have provided flexibility.”**
6. **Willing to give up 20 to 30% of the business... for expertise and growth to ensure business stability**
7. **Consistent Business**
8. **Keeping promise to young men they were employing**

Equity addresses the Pain Points

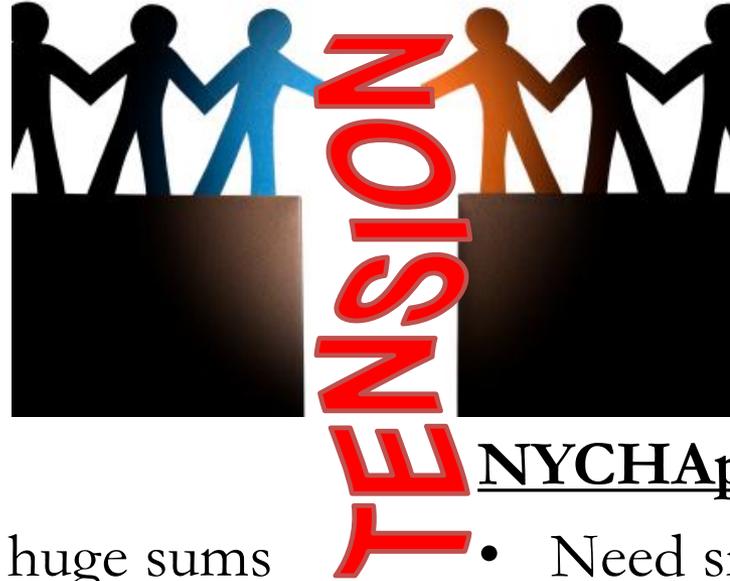
For a piece of the pie the business owner gets:

- **Capital**, without the burden of monthly payments while trying to grow sales.
- **Expertise** to navigate the pitfalls of business.
- **Connections** to business opportunities.



“ You can have 100% of a little or a smaller % of more.”

Equity Challenges



Investors:

- Want to invest huge sums of capital.
- Are unfamiliar with the nuances of the population and their businesses.

NYCHApreneurs:

- Need small sums of money.
- Are unfamiliar with The investment community.
- Need Financial and Business Management Education.

Bridging the Gap



To bridge the disconnect between investor objectives and NYCHApreneur needs we plan to introduce industry specific **Business Owned Cooperatives**.



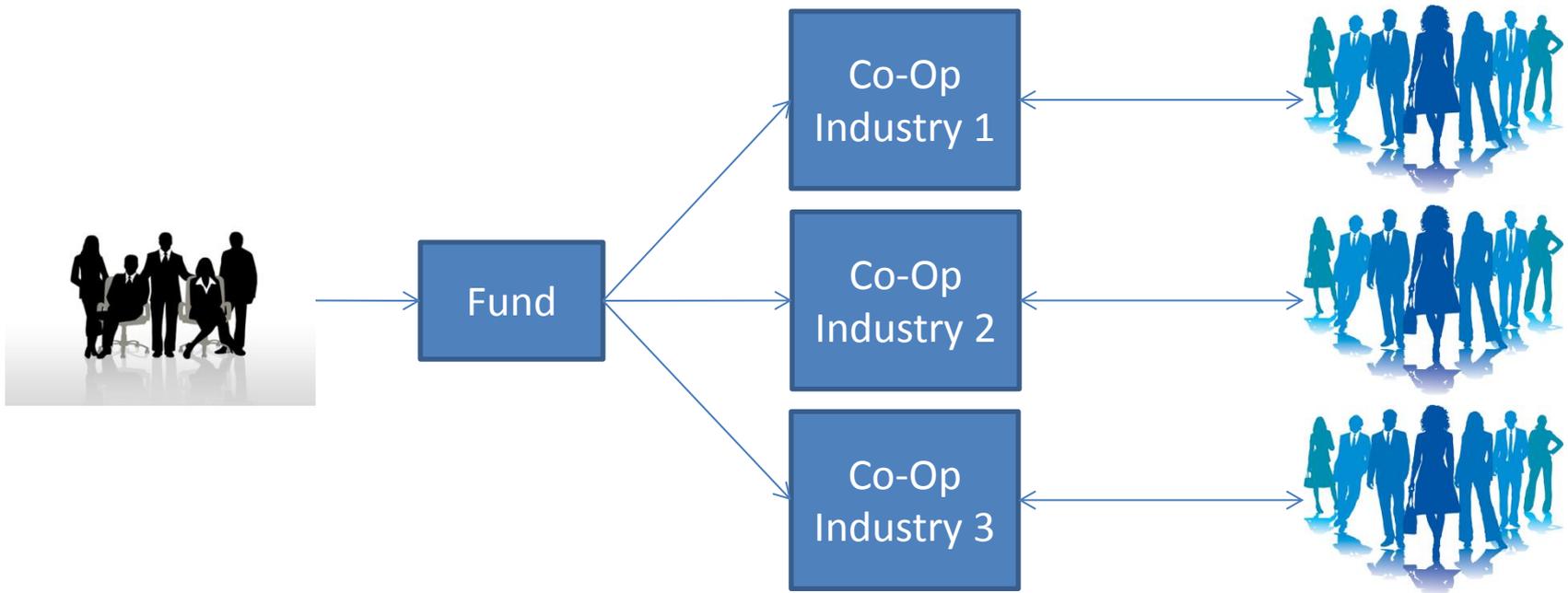
Cooperatives in Action



The objective of the cooperative structure is to:

1. Provide **capital through equity** investment.
2. Provide **business management expertise**.
3. **Connect businesses** to procurement, supply chain networks and larger contracting **opportunities**.

The Proposed Structure



Investors put \$
in fund

Fund invests in
industry
business owned
Co-Ops

Co-Op Revenue streams:

1. Membership Fees
2. Service Fees
3. Commission on Jobs
4. ROI on Equity investments

Business Owner Benefits:

1. Capital w/o payments
2. Increased Capacity
3. Mentorship
4. Increased Buying Power

OPPORTUNITY FUND

ERIC WEAVER

**\$ +
Saved**

**“Save Often, Save Little, Save
Automatically”**

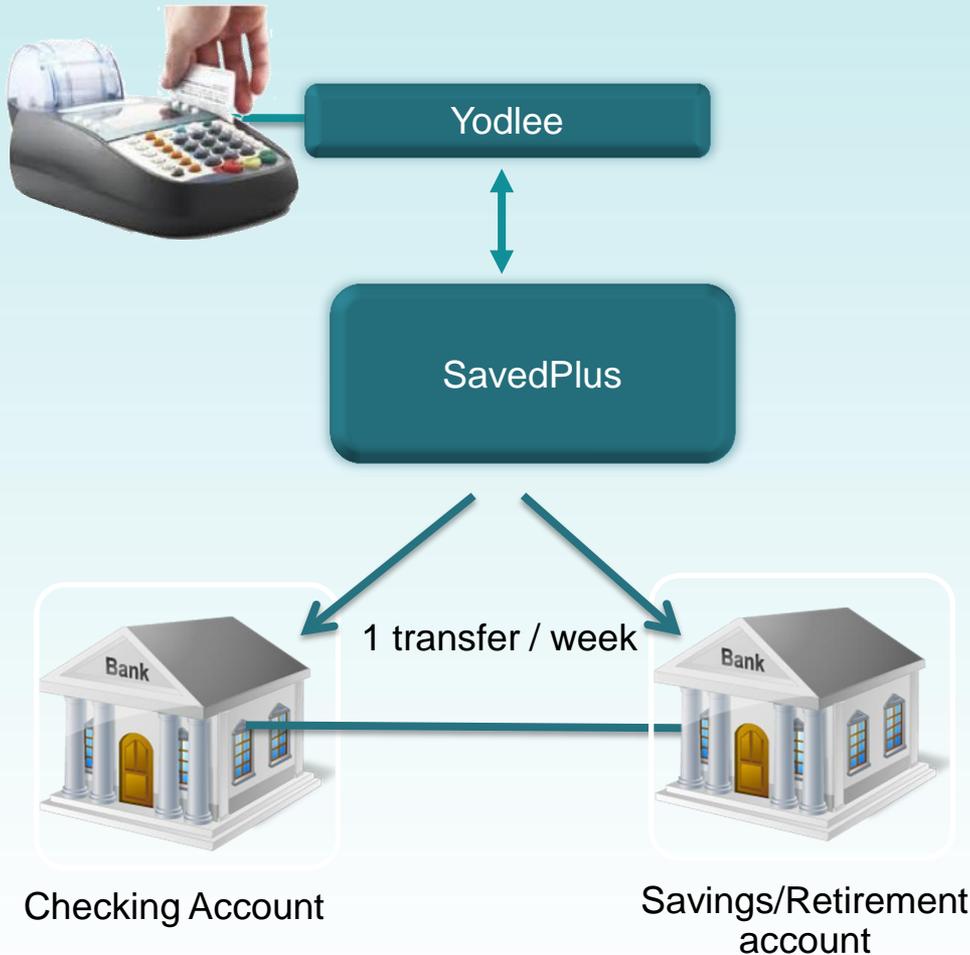
Paul Sorokin – Co-Founder and
COO

What is SavedPlus?

A new effective automatic savings application,
designed to help people overcome inertia towards
saving more money by prioritizing savings alongside
with spending!



How SavedPlus Works



Similar to a Sales Tax mechanism, but we let users define a percentage that is virtually added to each of their qualified spending transaction, then aggregated and automatically transferred from their checking to their destination savings account, once a week.

Target Market

70 percent of entrepreneurs are not saving for retirement on a regular basis – if at all*.

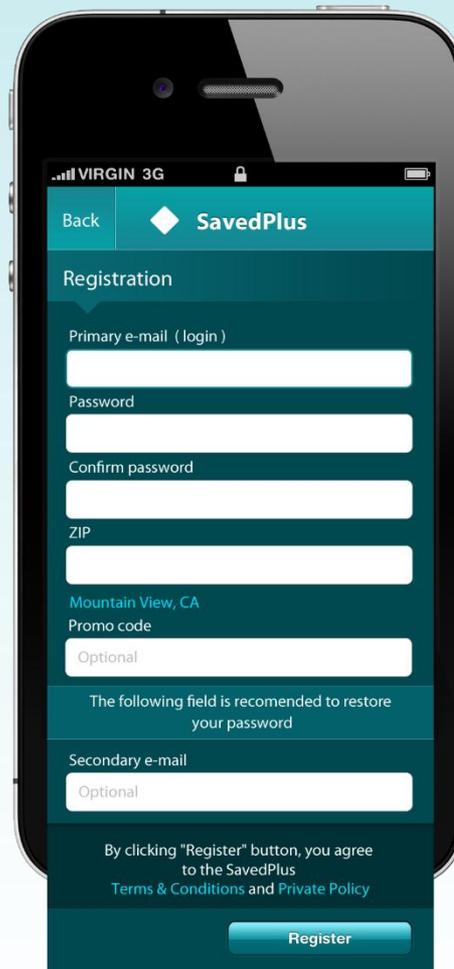
50M of them believe it would be easy to add \$25/week to their savings**.

*- TD Ameritrade survey

** - US Census Bureau

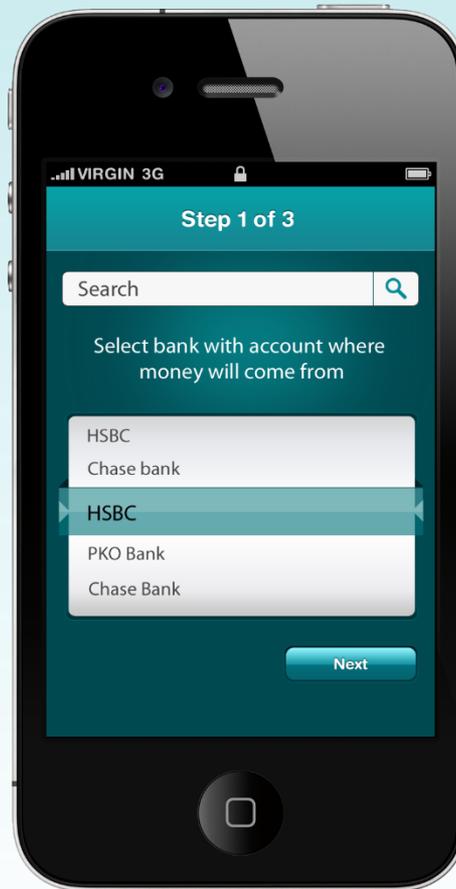
The installation is easy!

Create your SavedPlus account

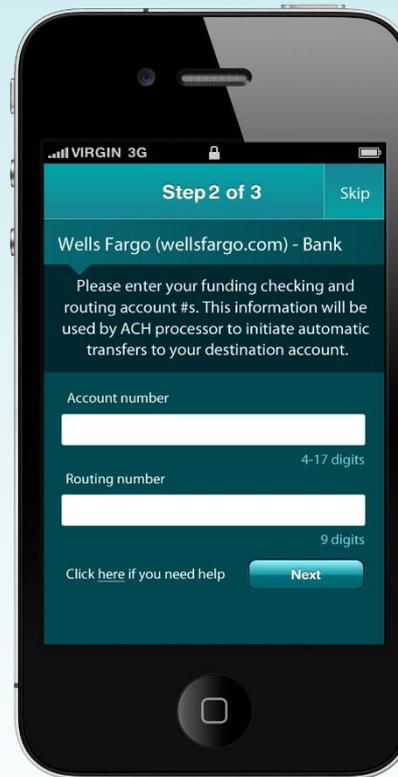


The image shows a smartphone screen with the SavedPlus registration form. The form is titled "Registration" and includes the following fields: "Primary e-mail (login)", "Password", "Confirm password", "ZIP", "Mountain View, CA" (pre-filled), "Promo code" (Optional), "Secondary e-mail" (Optional), and a "Register" button at the bottom. A note states: "The following field is recommended to restore your password". At the bottom, there is a disclaimer: "By clicking 'Register' button, you agree to the SavedPlus Terms & Conditions and Private Policy".

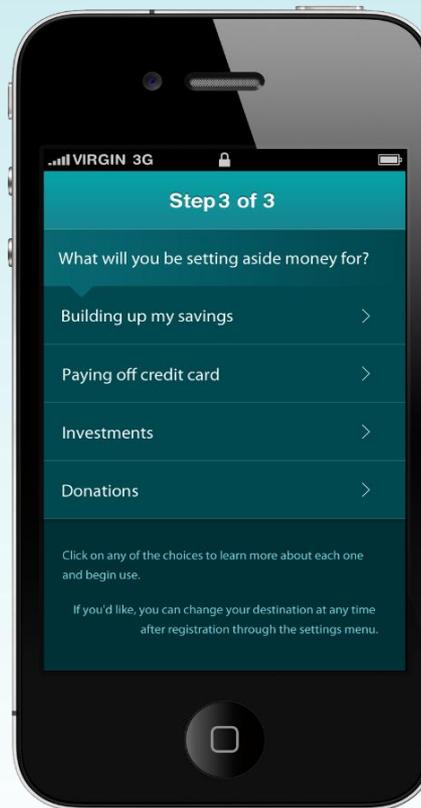
1. Choose your bank



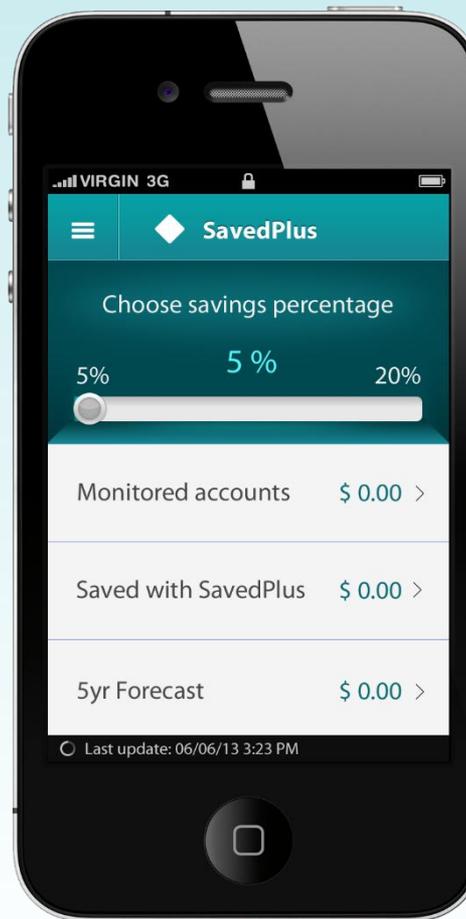
2. Enter your checking account information



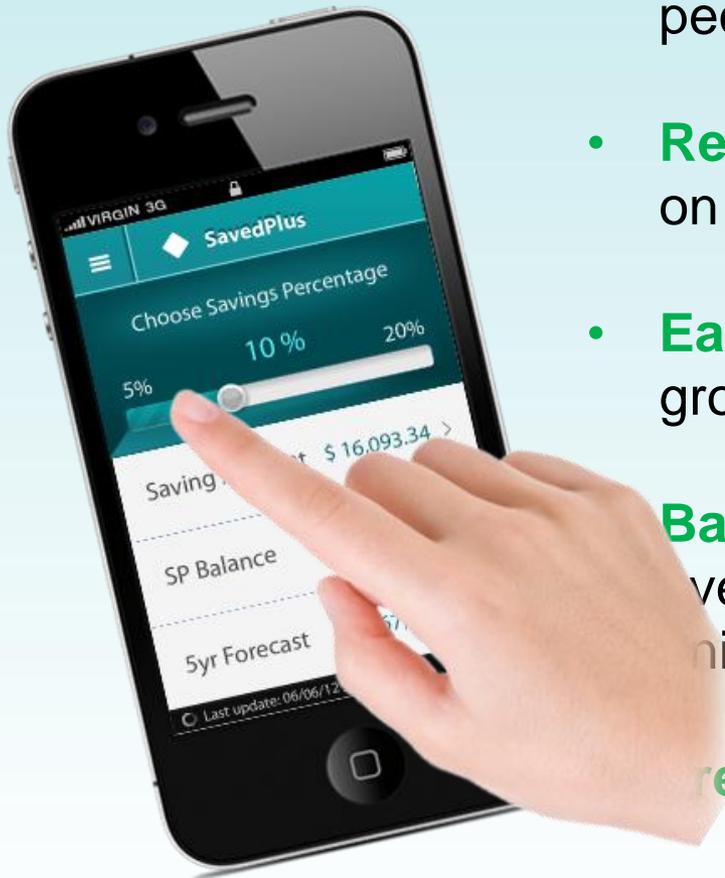
3. Select your destination savings account



Select savings percentage and start saving!



Value Proposition



- **Automatic:** SavedPlus makes people do it!
- **Results driven:** Our users save on average \$350/month!
- **Easy:** Make decision once, and grow savings indefinitely!
- **Bank independent:** We support over 3,500 banks and credit unions!
- **Free:** No cost automatic savings!

Meet Our Customers

Carrie
(Seattle)



- 60% of SavedPlus clients are self-employed business owners
 - Don't have access to employer sponsored savings plan
-
- Average spending **\$80K/yr**
 - In 8 months saved **\$5,466**

Meet Our Customers

David
(Murietta, CA)



“I have saved up over ten thousand dollars by your application and it has been so simple. Every working person should use this process!”

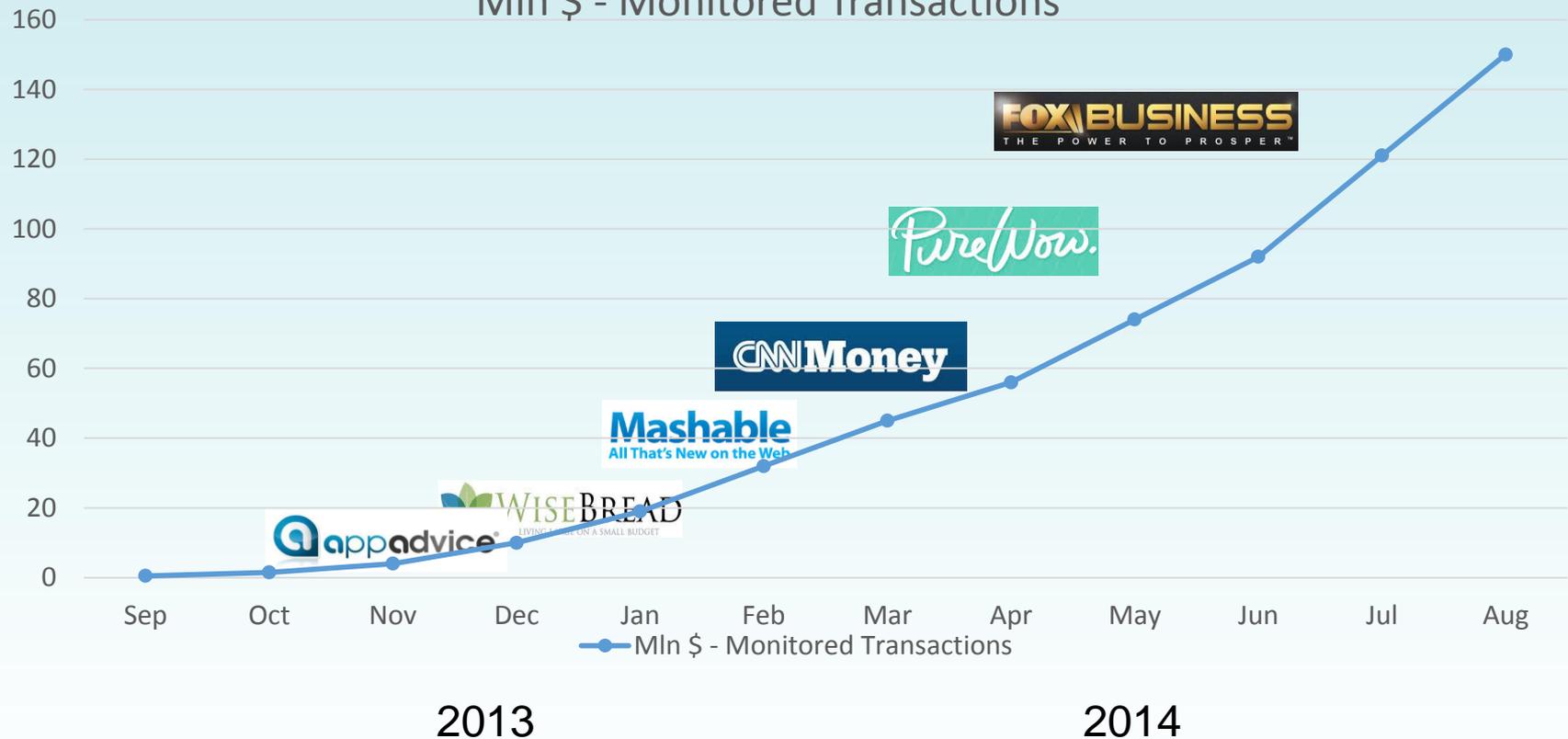
- Average spending **\$150K/yr**
- In 1 year saved **\$10,878**



Traction Curve

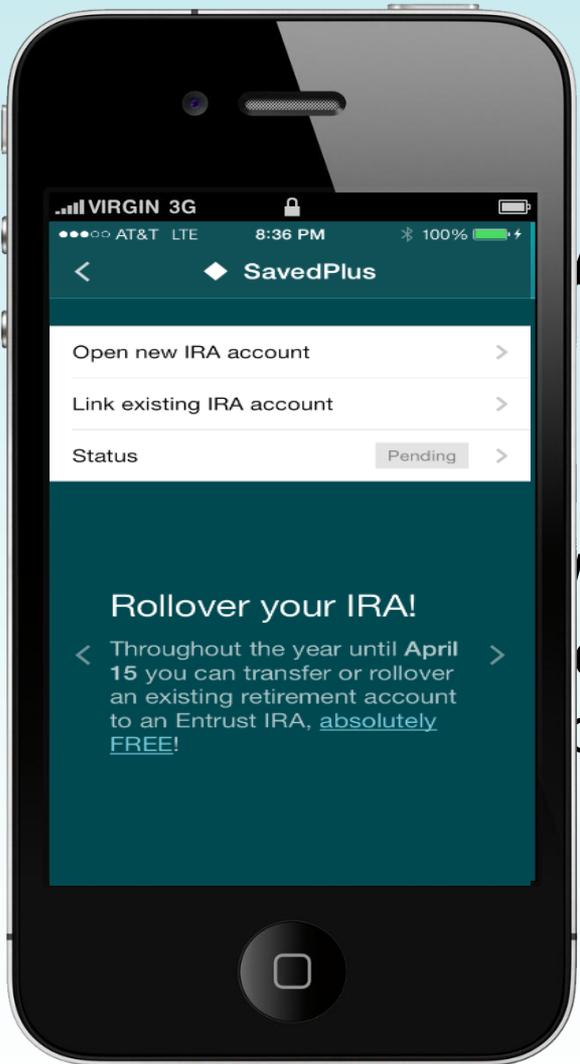
In 11 months we had over 15000 downloads, \$150M in monitored transactions, and over \$1.5M transferred to clients' savings accounts!

Mln \$ - Monitored Transactions



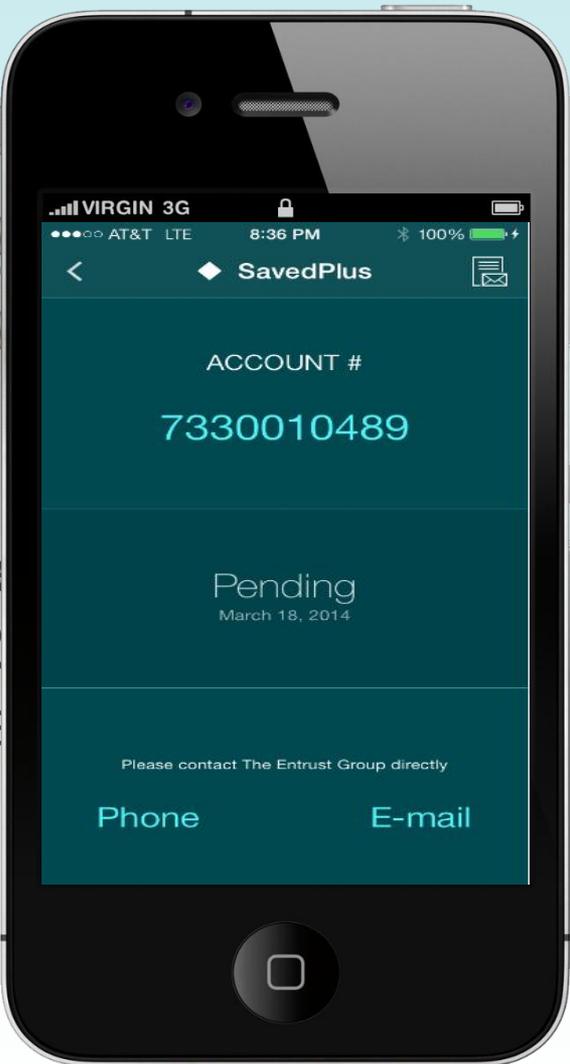


Partnership with the Entrust Group – Mobile and Web



A new level of automatic savings:

With 1 click, open self-directed IRA account and start saving there!





The Team

Nikita Brodskiy Co-Founder, CEO	Over 10 years in Marketing and Finance	Stanford GSB, MS in Economics
Paul Sorokin Co-Founder, COO	Over 20 years in Operations and IT	MSEE, Entrepreneur
Serge Klimoff Co-Founder, CTO	Over 15 years in Enterprise network design and development.	MSCS, LinkedIn Architect
Andres Ribueno CMO	Over 5 years in Online Marketing	MBA

Board Member:

David Watterworth (former EVP, Bank of America)

Advisors:

David Kroner (former SVP, American Express)
 Ken Wirt (former SVP, Cisco),

Financing:

\$500K, private angel round of financing



**helping on-demand workers
maximize their income**

www.sherpashare.com
@sherpashare | @ryderpearce

What new jobs can we help connect?

Professional Service Layer

Driving



Delivery



Assets & Skills



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Who are the people we're helping today?

4,000 from Lyft, Uber, and Sidecar



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**helping on-demand workers
maximize their income**

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THE PITCH

Albuquerque • Farmington • Las Cruces • Rio Rancho • Roswell • Santa Fe

Qui parle français?

Alguien habla español?

WHAT LANGUAGE IS THIS?



LEARNING A LANGUAGE

TIPS:

MAKE IT MATTER

LEARN THE RULES

PRACTICE EVERY DAY

IMMERSION

THE RULES MATTER

	ACCOUNT NUMBER	ACCOUNT TYPE	INCREASE	DECREASE
Balance Sheet <i>(As of a 'point in time')</i>	1-xxxx	Assets	DEBIT	CREDIT
	2-xxxx	Liabilities	CREDIT	DEBIT
	3-xxxx	Owner's Equity	CREDIT	DEBIT
Profit and Loss <i>(For a 'period of time')</i>	4-xxxx	Revenue	CREDIT	DEBIT
	5-xxxx	Cost of Goods Sold	DEBIT	CREDIT
	6-xxxx	Expenses	DEBIT	CREDIT
	8-xxxx	Other Income	CREDIT	DEBIT
	9-xxxx	Other Expenses	DEBIT	CREDIT



CONJUGATION = T-ACCOUNTS

Cash (1-xxxx)			
\$5,000	1.)	\$1,299	
7.) \$1,000	3.)	\$1,500	
8.) \$900	5.)	\$800	
10.) \$500	6.)	\$1,000	
	9.)	\$1,500	

Accounts Receivable (1-xxx)			
4.) \$1,000	7.)	\$1,000	
10.) \$550			

Inventory (1-xxxx)			
3.) \$1,500	4.)	\$600	
9.) \$1,500	8.)	\$450	
	10.)	\$450	

Owner's Equity (3-xxxx)	
	\$5,000

Sales (4-xxxx)	
4.)	\$1,000
8.)	\$900
10.)	\$1,050

COGS (5-xxxx)	
4.)	\$600
8.)	\$450
10.)	\$450

Office Expense (6-xxxx)	
1.)	\$1,299
6.)	\$1,000

Rent (6-xxxx)	
5.)	\$800



WESST MAKES IT FUN

INTERACTIVE TECHNIQUE

NON-THREATENING (LIFELINES AVAILABLE!)

WE USE SIMPLE INSTRUCTIONS

WE GO STEP-BY-STEP

THERE'S A BIG PAY-OFF AT THE END

WESST IS TAKING IT ONLINE

INTERACTIVE TECHNIQUE

NON-THREATENING (LIFELINES AVAILABLE!)

WE USE SIMPLE INSTRUCTIONS

WE GO STEP-BY-STEP

THERE'S A BIG PAY-OFF AT THE END

NOW ACCESSIBLE ANYWHERE

MAKE SURE YOU DOWNLOAD THE APP TO VOTE!

<http://eventmobi.com/alc2014/>



LAST CHANCE TO DOWNLOAD THE APP!

<http://eventmobi.com/alc2014/>



WHICH SOLUTION WOULD **YOU**
INVEST IN?

HOW TO VOTE

OPTION 1

1. Open the app
2. Click on the **AGENDA**
3. Find the session with the live poll
4. Click on the *Small Business Shark Tank Challenge*
5. Scroll to the bottom of the Agenda detail page to view the poll
6. Participate in the poll!

OPTION 2

1. Open the app
2. Click on the **POLLS & FEEDBACK** button
3. Click on the *Small Business Shark Tank Challenge*
4. Scroll to the bottom of the Agenda detail page to view the poll
5. Participate in the poll!



END



VIEW POLL
RESULTS

MASTERCARD® EVERYDAY MONEY™



\$5,000

5412

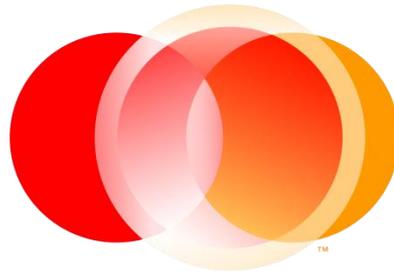
VALID THRU 12-09

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THANK YOU

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