

kiva



# KivaRoc's Profile Guide

On Kiva, your loan is crowdfunded by lenders around the world looking to invest in small businesses like yours.

The KivaRoc team created this guide to help you craft your pitch to those lenders.

Tell them about you, your impact, and your business. Show them why they should lend to you.

# KivaRoc's Profile Guide

## 1 Photo

Upload a horizontal picture of you the business owner, smiling with a representation of your business.



**31% funded**  
30 days left \$3,450 to go

Total loan: \$5,000  
Powered by 28 lenders

**Marquita**  
Dare To Walk Different

Rochester, NY, United States / Retail

\$25 Lend now

## 2 Video (Optional)

Upload a short (under 1 min) video featuring you the borrower, showcasing your business.

## 3 Loan Use Statement

One short sentence (under 20 words). Complete the sentence "A Kiva loan of \$X,XXX helps..." This is your tagline. Make sure it's concrete and specific.

A loan of \$5,000 helps Marquita expand her shoe store and her shoe store.

### Marquita's story

Ever since I was a young girl I was into fashion. Whether I was watching Naomi Campbell walk the runway or watching my mother and her friends getting dressed to have a ladies night, I was amazed how the costume jewelry, bag, and shoes would always complement each other. As a teenager I use to go in my mother's closet and ask to wear her clothes because I was so fascinated by them. Once I got into high school and I was able to work, I started buying all the latest fashion. I loved clothes and knew what to wear, but my shoes would always speak for themselves. You guessed it my shoes were always different and I would wear them under wraps: I would tell you where I got them and my jewelry but not my shoes. I even would say I got them from my mother to keep my shoe secret. Fashion has always been my passion.

While being raised in a single household we didn't have as much as others, but my mother made sure that we had everything we needed and more. As the oldest, she relied on me to help care for my brother and sisters from a young age. My mother taught me that you have to work for what you want and to always make sure you provide for your family. My father owned a men's clothing and shoe boutique. He inspired me to open my own business and work for myself. Being raised by a single mother has taught me to be a great worker and provider, and now that I'm a single mother I want to instill the same passion in my boys.

### This loan is special because:

**It will help a woman entrepreneur grow and expand her business.**

Kiva staff

### More about this loan

#### Business Description

As a woman with a passion, I look at shoes everywhere I go: in stores, restaurants, I could walk into a library and I would look at the librarian shoes. I noticed was that I was looking at the same shoes everywhere I went. I decided to start a brand that has the simple interview shoe and the runway shoe. Women love when they enter a room and the shoe speaks for itself. When she walks into an interview, her first prom, or her special wedding day, the right shoe gives confidence.

I started Dare to Walk Different in 2015 from my home to sell fabulous affordable shoes to my friends, and it has grown from there. Now I am selling in a small store and online. My brand has expanded to include clothing and accessories during the summer. I employ young women to give them work experience and life skills. I have had the honor of writing referral letters for their college applications, and I hope to provide more opportunities for the community with this positive experience. I am currently working a full time job in addition to running Dare to Walk Different and sometimes I find it challenging to give 110% to my business.

The next step for Dare to Walk different is to expand to a larger brick & mortar store. Eventually, my dream is for my business to become a household brand and to have many stores nationwide. I will continue to hire young women and men who are passionate about fashion and help them attend school or even start their own business one day. I will keep my shoes fashionable, with good quality, and always remain affordable.

#### What is the purpose of this loan?

I am expanding into a new, larger location, and I will use this loan to increase my shoe inventory and to buy a Point of Sale system. This will allow me to cash customers out and keep up with inventory more efficiently, increasing my sales. The increased sales will allow me to spend more time in the industry and around the young men and women I love.

POS System: \$1,200

Inventory \$3,000

Part time wages: \$3,000

New Building: \$2000

New Equipment: \$900

### Loan details



#### Loan length:

**24 months**

Repayment schedule: Monthly

Disbursed date:

Disbursed after fully funded on Kiva.

Currency exchange loss: N/A

Endorsed by Trustee: Kiva Rochester

Is borrower paying interest? No

Risk rating: Unrated

### Trustee: Kiva Rochester



#### Kiva Rochester

Trustee type: N/A

Location: Rochester, NY

Time on Kiva: November 21, 2016 (14 months)

Kiva borrowers: 17

Total loans: \$122,000

Fundraising/raised: 0

Paying on time: 12

Paying back late: 5

Repaid in full: 0

Defaulted: 0

Repayment rate: 89%

### Why are you endorsing Marquita?

The Kiva Rochester team has met with Marquita and we believe she is a great fit for a Kiva loan. Marquita has presented a business plan to the team and has signed an agreement with us indicating her business: 1. is located/operating inside the limits of the City of Rochester 2. is or will operate for "public good" and is not/will not be engaged in any apparent illegal, inappropriate, or illicit practices. 3. is not in serious financial trouble that will jeopardize repayment of their Kiva loan. 4. has presented a valid and actionable business plan 5. will complete impact assessment surveys provided by Kiva Rochester for up to 5 years. We endorse Marquita and Dare to Walk Different in full confidence.

### Repayment schedule

## 4 Personal Story

Between 50 and 300 words (about 2 paragraphs). Tell the lender about you, your background, family, passions, challenges, etc. In this section you are helping the lender connect to you.

## 5 Business Description

Between 50 and 300 words (about 2 paragraphs). Tell the lender a bit about your business. What do you do? How did you start? Where are you now? What's your next step? In this section you are helping the lender believe in your business.

## 6 Loan Description

Between 50 to 300 words (2-3 sentences and a list). Describe what you are going to use the loan for. List out specific expenses and use concrete language.

# KivaRoc's Profile Guide

## 1 Photo

Your photo is a lender's first impression of you. Make it count! A great photo:

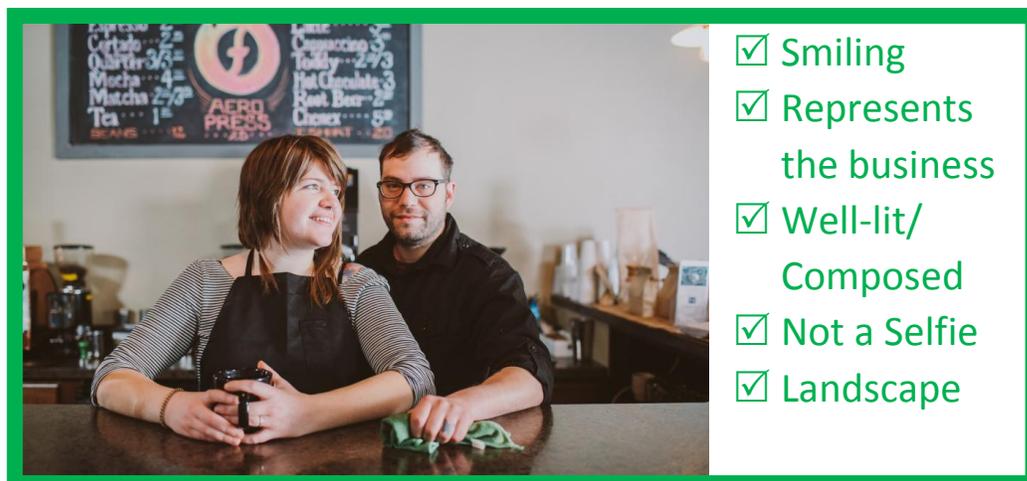
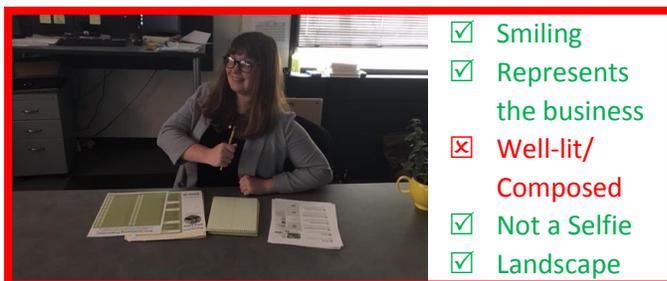
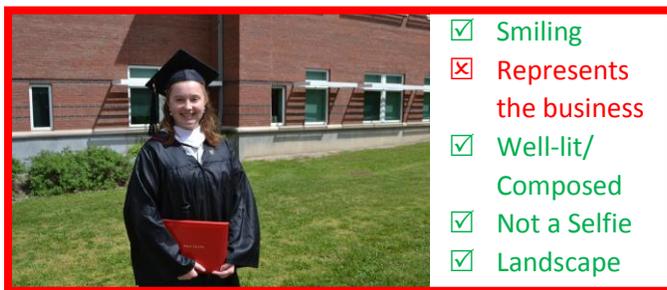
- Shows your smiling face
- Represents your business
- Is well-lit and composed
- Is not a selfie (It should look professional)
- Has a landscape, not portrait orientation (otherwise the site automatically crops it awkwardly)



Landscape orientation



Portrait orientation



# KivaRoc's Profile Guide

## 2 Video (Optional)

While videos are an optional part of your profile, they're a great way to increase your success. So far, loans with videos fundraise faster, have more profile views, and have lower rates of expiration. They personalize and humanize you to your potential lenders.

### Your video must:

- ✓ Contain the beneficiary of the loan
- ✓ Have clear audio and good lighting
- ✓ Not use Kiva branding



Landscape orientation



Portrait orientation

### Best practices:

- ✓ **Landscape orientation**
  - Just like your photo, a portrait orientation looks awkward: make sure you take a horizontal video (you might have to hold your camera sideways)
- ✓ **Be personal**
  - Show you and your business, be authentic, and pretend you are talking to a friend. A video of you talking is better than a photo slideshow
- ✓ **Keep it simple**
  - Forget the bells and whistles, just tell the lenders your story, describe your business, and tell them what you'll use the loan for
- ✓ **Stay concise**
  - capture their attention in the first 10 seconds, give the most important information in the first 30 seconds, and stay under 1 minute total
- ✓ **Add Subtitles**
  - Subtitles increase funding success. Send us a text doc of what is being said on your video and we'll add it with the upload

### Your video will be rejected if it:

- Contains explicit language or images
- Violates copyright laws
- Features people unrelated to borrower without proper consent
- Is selling products or services unrelated to your loan product

# KivaRoc's Profile Guide

## 3 Loan Use Statement

Complete the sentence "A Kiva loan of \$X,XXX helps...". This is your hook, your tagline. It helps draw in the potential lender and gives a taste of what your loan is all about.

### Best practices:

- ✓ **Be descriptive and specific**
  - Vague business words are not your friend
  - Give the lender something concrete to work with
- ✓ **Keep it one, short sentence, usually less than 20 words**
  - The longer it is, the less likely people will read it
  - If it's too long, the site will cut it off
- ✓ **Write in the 3rd person**
  - This lets you add more description without making it



**Funded**

Total loan: \$5,000  
Powered by 92 lenders

**Marquita**

Dare To Walk Different

 Rochester, NY, United States / Retail

[Find a new loan](#)

A loan of \$5,000 helped a working mom hire at-risk youth and expand her shoe store.

### Great loan use statements:

A Kiva loan helps...

"purchase a coffee bean roaster for an independent coffee shop."

"a poet buy office supplies to start her business as a eulogist and wedding celebrant."

"three friends/chefs outfit their fusion food truck with fire safety equipment."

"an immigrant buy mops, vacuums, and liquid inventory for her cleaning business."

### Not-so-great loan use statements:

A Kiva loan helps...

"buy product to increase stock and revenue so my business can meet its full potential."

- Too vague

"fund Fresh & Squeezed, a community-focused juicery and healthy food cafe serving locally sourced organic products and vegan options for the historic neighborhood in Brooklyn, which currently has very limited healthy eating options."

- Too long

# KivaRoc's Profile Guide

## 4 Personal Story

**This is where you tell lenders about you as a person.** Lenders choose to support loans for many different reasons. Here you have the opportunity to connect with your potential lenders by showing that you are a human. Keep it conversational, brief, and specific. You aren't going to tell your whole autobiography, but give enough for someone to know you a little bit more.

### Best practices:

- ✓ **Keep it short**
  - 1-3 short paragraphs only. The longer it is, the less to the point it is, and the less likely people are to finish reading it
- ✓ **Be personal**
  - This section is about you! Add a few personal details, like growing up, your family, your hobbies, and your passions
- ✓ **Tie into your business, but stay focused on yourself**
  - Use this to prime your lenders about your business, but make sure to stay focused on you (for example, if your business involves food, include that you used to cook Sunday dinner every week with Grandma)

*Here's a great example of a local personal story:*

#### **Marquita's Personal Story**

Ever since I was a young girl I was into fashion. Whether I was watching Naomi Campbell walk the runway or watching my mother and her friends getting dressed to have a ladies night, I was amazed how the costume jewelry, bag, and shoes would always complement each other. As a teenager I use to go in my mother's closet and ask to wear her clothes because I was so fascinated by them. Once I got into high school and I was able to work, I started buying all the latest fashion. I loved clothes and knew what to wear, but my shoes would always speak for themselves. Yes, you guessed it my shoes were always different and I kept my sources under wraps: I would tell you where I get my clothes and my jewelry but not my shoes. I even would say I got them from another state to keep my shoe secret. Fashion has always and will forever be my passion.

While being raised in a single family household we didn't have as much as others, but my mom made sure that we had everything we needed and more. As the oldest, she relied on me to help care for my brother and sisters from a young age. My mother taught me that you have to work for what you want and to always make sure you provide for your family. My father owned a men's clothing and shoe boutique. He inspired me to open my own business and work for myself. Being raised by a single mother has taught me to be a great worker and provider, and now that I'm a single mother I want to instill the same passion in my boys.

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## 5 Business Description

**This is where you get to tell lenders about your business.** Use it as a 30 second elevator pitch about where you started, what you do, and where you are going. You believe in your business, so share that passion!

### Best practices:

- ✓ **Keep it short**
  - 1-3 short paragraphs only. The longer it is, the less to the point it is, and the less likely people are to finish reading it
- ✓ **Tell what you actually do**
  - Make sure to say the actual product or service your business provides, both daily operations and the “big picture”
- ✓ **Show your community impact**
  - Many lenders want to support businesses that benefit the community.

*Here's a great example of a local business description:*

#### Marquita's Business Description

As a woman with a passion, I look at shoes everywhere I go: in stores, restaurants, I could walk into a library and I would look at the librarian shoes. I noticed that I was looking at the same shoes everywhere I went. I decided to start a brand that has the simple interview shoe and the runway shoe. Women love when they enter a room and the shoe speaks for itself. When she walks into an interview, her first prom, or her special wedding day, the right shoe gives confidence.

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## 6 Loan Description

**This is where you say what you are going to do with your loan.** Show your lender that you know what you are using your loan for. Make sure to use concrete, descriptive language. It's great that "buying product will increase revenue", but what kind of product?

### Best practices:

- ✓ **Keep it short**
  - 2-3 sentences and a list. The longer it is, the less to the point it is, and the less likely people are to finish reading it
- ✓ **Be specific**
  - Make sure to say the actual product or service your business provides, both daily operations and the "big picture"
- ✓ **Make sure it adds up to your loan amount**
  - This is a common mistake that can be off-putting to possible investors. Add it up, and do the math

*Here's a great example of a local loan description:*

#### Marquita's Loan Description

I am expanding into a new, larger location, and I will use this loan to increase my shoe inventory and to buy a Point of Sale system. This will allow me to cash customers out and keep up with inventory more efficiently, increasing my sales. The increased sales will allow me to spend more time in the industry and around the young men and women I love.

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Inventory \$1,300

Part time wages: \$2,500