

OVERVIEW

Kiva is a global non-profit based in San Francisco. Kiva Zip is a program within Kiva that provides 0% interest loans for small businesses and entrepreneurs in the United States through crowdfunding. There are three principle aims of the Kiva Zip program:

1. Expanding access to capital

Kiva Zip supports entrepreneurs who would not qualify for conventional loans. Kiva Zip doesn't use traditional measures of loan credit-worthiness, such as credit scores or profit and loss statements, but rather looks at a borrower's character and reputation.

2. Lowering the cost of capital

Kiva Zip offers 0% interest loans by leveraging technology to streamline the application process, and loan disbursements and repayments. Reliance on character over conventional financial criteria in assessing loan applications also helps keep costs down, facilitating lower interest rates for borrowers.

3. Connecting entrepreneurs with a global community

Loans are funded by a network of over one million individual lenders on the Kiva Zip website, connecting entrepreneurs with supporters who can be potential brand ambassadors, customers or mentors. Kiva Zip's community of borrowers, lenders and Trustees can all communicate in one space, creating an interactive and supportive environment.

Learn more by visiting Kiva www.Kiva.org and Kiva Zip <https://zip.kiva.org>

Loan Purpose	Loan Details	Social Underwriting
Kiva Zip can be used for any business purpose: <ul style="list-style-type: none">○ Purchase inventory○ Invest in equipment○ Expand product lines○ Hire staff○ Marketing & advertising	<ul style="list-style-type: none">○ Small size <i>First loans are \$5,000 or less; subsequent loans can be larger</i>○ Short loan term <i>24 months or less</i>○ 0% interest○ Administered via PayPal○ Crowdfunded on Kiva Zip	Kiva Zip borrowers must: <ul style="list-style-type: none">○ Be endorsed by a Trustee who can vouch for their character and their business○ Invite lenders from their own network who lend as little as \$5 each

TRUSTEES

Trustees are individuals or organizations who recommend borrowers to the Kiva Zip program. Trustees are an integral part of the Kiva Zip model because of their ability to vouch for an entrepreneur's character and reputation.

Types of Trustees

Because Kiva Zip focuses heavily on the character and reputation of the entrepreneur, Kiva Zip focuses on building partnerships with organizations and individuals that have a close personal and professional relationship with the borrower. To see the 400+ Trustees that Kiva Zip has currently partnered with visit:

<https://zip.kiva.org/trustees>

Trustee Benefits

- Help entrepreneurs gain **access to funding** to start or grow a business
- Make an **impact** in the community. Kiva Zip shares Trustees' impacts in terms of borrowers endorsed, dollars infused into the community and connections made. Trustees can use this information to share and communicate their impact (and even support grant funding applications in the case of non-profits)
- **Connect** with Kiva's community of one million+ lenders and a network of borrowers and Trustees across the country

BORROWER IDENTIFICATION AND ASSESSMENT

Identification and Outreach

Send entrepreneurs to the borrower landing page at: www.borrowers.kivazip.org

Use the templates located here: <http://bit.ly/1QDmqAy> to promote the Kiva Zip partnership in your community

Assessment

Trustees add credibility to a borrower by vouching for a borrowers character, business and social impact. Trustees should consider the following:

Do you believe in their character?

Is this a good person? Is this person trustworthy? Do you believe they are the type of person who will commit to repaying the loan? Would you lend this person money?

Do you believe in their business?

Do you know this persons business? Has this person done the work to be successful? Do you understand what they'll use the loan for and how it will impact their business?

Will this loan have a positive social impact?

Will the loan have a positive impact on the entrepreneur and his or her family? Will the loan have a possible impact on the community? Will the loan help to increase revenue?

ENDORISING A BORROWER

The primary responsibility of a Trustee is to recommend borrowers to Kiva Zip. As a Trustee, there are three key first steps to getting a loan posted on Kiva Zip:

1. Complete the Trustee profile The Trustee profile is where Trustees endorse entrepreneurs and manage them throughout the course of the loan. The Trustee Profile must be completed prior to the Trustee's first endorsement. Many Trustees wait to complete their profile until they have identified a borrower.

2. Invite Borrowers Use our invitation email template to invite potential borrowers to join Kiva Zip:

- Log in to your Kiva Zip account at zip.kiva.org/my/trustee and go to "My Trustee Dashboard".
- On the "My Trustee Dashboard" page, click "Invite Borrower"
- Fill in the borrower's name and email address.

3. Endorse Borrowers When borrowers have signed up and started their loan application, you can endorse their loans:

- Log into your account at zip.kiva.org/my/trustee
- On the "My Trustee Dashboard" page, click "Endorse a US Borrower"
- Fill in the borrower's name and email address
- Answer the four step endorsement
- The borrower can now accept or reject your endorsement on their borrower profile.

To register as a Trustee on Kiva Zip please go to <https://zip.kiva.org/trustees/apply>
If you have questions about signing up as a Trustee on Kiva Zip email us at trustees@kiva.org

If you want to learn more about our existing community of Trustees and access additional resources please visit our Trustee Hub at: www.ustrustees.kivazip.org