ACCION USA
Microfinance and Financial Education for Small Businesses

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Lending. Supporting. Inspiring.
At ACCION USA, we are committed to serving low- and moderate-income communities by providing access to business financing and counseling. Our focus is on microentrepreneurs, often minorities, immigrants and women, who build businesses, provide jobs, create assets for themselves and their families and contribute to the development of their communities.
ACCION USA is an affiliate of ACCION International, a U.S.-based nonprofit organization operating globally, with the mission of giving people the financial tools they need to work their way out of poverty. The domestic ACCION programs started in Brooklyn, NY in 1991, and grew from there to include low-income communities all over the United States.
A Brief History of ACCION in the US

• The US ACCION Network is currently the largest microlender network in the United States.

• Operates in 9 states with direct lending offices and has national reach online at www.accionusa.org.

• More than 20,000 clients served, with loan amounts averaging $8,000.

• Over $210 million lent network-wide to date.
Who do we lend to?

ACCION USA’s clients range from small home based entrepreneurs to established storefront business owners.

www.accionusa.org
Small Business Loan Products Specifics

Loan products:

• Established Businesses (profitable & >6 months): up to $50,000*
• Start-Up Businesses (>6 months): up to $30,000*
• Credit Builder Loans (informal or zero FICO): up to $2,500
• Secured Loans (secured by cash for life of loan)

*The average ACCION USA loan size is $8,000
Financial Education Curriculum

• Basic Money Management

• Understand, Manage and Improve Your Credit

• Business Survival Strategies
  (Protecting credit, Freeing up cash flow, Building your business network)

Survival Strategies in a Slow Economy

1. Know Your Market
   If you haven’t yet researched your suppliers or competitors before, now is the time. Talk to customers about their needs in this environment, get a sense of your supplier’s financial stability, and talk to neighboring businesses about your shared market’s economic environment.

2. Keep Stock Low
   Most consumers are spending and buying less. Try to keep your supplies and stock low so that you don’t get stuck with product you can’t sell. Try to only buy what you need whenever possible.

3. Maximize Marketing
   Instead of pulling a freeze on marketing, think about ways to get more out of it. Promotions and specials are especially useful during hard financial periods because they provide customers with an incentive to buy. A limited-time “sale” stimulates an easy cost-effective promotion.

4. Reduce Your Dependency on Credit Cards
   Business owners who approach this financial crisis as a short-term situation might find themselves too dependent on credit. If you are using credit cards to keep up with expenses during slow periods, focus instead on ways to reduce expenses. “Maxing out” your credit cards could negatively impact your credit score, resulting in higher interest rates.

5. Explore Alternative Financing Sources
   The current lack of access to loans makes it transfer for small businesses to grow. Even though banks are less willing to provide loans, other organizations like nonprofit lenders or state-sponsored business grant programs can provide the capital you need.

   To learn about business loans up to $50,000 through ACCION USA, please visit www.accionusa.org or call 1-888-345-7483.
Client Story

Joselita de Matos – MODA BRASIL
Somerville, MA
Thank you.

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