



## City of San Leandro Business Incentives KIVA Zip Loan Program



### KIVA Zip Loan Program Overview

Kiva Zip is an innovative program launched by Kiva, the world's first and largest micro-lending website. Kiva Zip provides crowdfunded 0% interest capital loans up to \$5,000 directly to borrowers. The Office of Business Development will act as the City of San Leandro Trustee and will facilitate up to three (3) loans up to \$5,000 each.

What a KIVA Zip loan looks like:

- For a business purpose
- Small size (\$5,000 or less)
- Short loan term (24 months or less)
- 0% interest
- Distributed and collected via PayPal

### KIVA Zip Loan Evaluation & Eligibility Criteria

The following criteria will be used to rank, evaluate and select projects for KIVA Zip loans. Applications will be accepted on a "first come, first serve" basis; however, priority will be given to those projects that meet the greatest number of the criteria.

#### **1. Entrepreneurial Business Activity:**

Is the business innovative or creative? Does it have either the potential to attract new business energy or set a new direction for the particular business district? Examples include start-up businesses that offer new specialty items or marketing approaches such as technological innovation, new lines of designer clothing, sit down and pop-up restaurants, open air food sales, cafes, etc.

#### **2. Contribution to Positive Change in the City:**

The KIVA Zip loan will help contribute to a business that brings about a positive change in the city. Examples would be projects that reinforce other ongoing positive changes, independent actions to create positive change such as a new business, or any other projects which may attract the attention and interest of people in the city.

#### **3. Consistency with KIVA Zip Borrower Criteria:**

The borrower must meet KIVA Zip's borrower criteria and satisfy all requirements in the KIVA Zip application process. Below is a summary of the loan criteria:

- Have a strong business concept.

- Have a strong character.
- Have an annual income less than \$100,000.
- Not be heavily indebted with an income ratio less than 35%.
- Not currently be in foreclosure or bankruptcy.
- The borrower cannot have any past due debt.
- The loan must be less than the borrower's income.
- The borrower must be over age 16.
- The borrower must have a PayPal Account.

## Application & Review Process

You're able to fill out a loan application upon a referral from a trustee. Please make an appointment to see a representative in the Office of Business Development to get started. All borrower applications must be completed on the KIVA Zip website at the link below:

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

**For more information, contact Justin Proffitt in the City of San Leandro's Office of Business Development at 510.577.3327 or [jproffitt@sanleandro.org](mailto:jproffitt@sanleandro.org).**