

Indy East **Microloan Fund**

investing, neighbor to neighbor

Providing an opportunity for neighbors to invest in neighbors

is an important catalyst to encouraging microenterprise on the near Eastside of Indianapolis. Identified in the 2008 Near Eastside Quality of Life Plan - Action Step 2.5.1 - (www.indyeast.org), the Business and Economic Development Team is excited to announce the new Indy East Microloan Fund and Lending Group facilitated by Prosper!

So, how is the Indy East Microloan Fund going to help develop neighborhood-serving businesses? By applying for microloan funds, or by investing in approved near Eastside loan requests, new or existing near Eastside businesses will have the opportunity to market and finance their growth with financial support from their neighbors and other Prosper lenders.

Note to Lenders: If your motivation is to make a ton of money, this is probably not the place for you. We will encourage borrowers to pay back loans with interest, but we anticipate those rates being well below the market rate of a business loan. Lenders will be repaid for everything they loan and should get a small return on their investment.

Note to Borrowers: Supporting microenterprise on the near Eastside of Indianapolis is crucial to the growth of the neighborhood business community. And, although this is a great resource and action step from the Near Eastside Quality of Life Plan, borrowers should know that it is only one step in many necessary to starting or growing a small business. (All applicants should develop a comprehensive business plan that supports their plans for start-up or expansion.)

Join the Indy East Microloan Fund!

Inclusiveness is important to the success of this resource. That said, the Lending Group will only endorse borrowers who plan to start or expand a business on the near Eastside of Indianapolis. (This is defined by the NESCO neighborhood boundaries.) Those who choose to join the Indy East Microloan Fund group should share the community's vision for the growth of businesses through this type of peer-to-peer lending. Our hope is that you'll decide to take a risk to help grow the business community on the near Eastside of Indianapolis!

For more information on the Indy East Microloan Fund program, contact Josh Bowling at jbowling@inrc.org or Tammi Hughes at thughes@teneast.org.

Check it out – www.prosper.com!

