

CapitalLink in the Spotlight

CapitalLink is a service of the Oregon Microenterprise Network

Oregon Microenterprise Network launched the CapitalLink loan program in 2007 to meet the demand for microenterprise loan programs in rural Oregon communities. CapitalLink connects rural small business service providers to centralized capital access to reach individuals unable to access conventional sources of financing. CapitalLink partner organizations support microloan borrowers through business training courses, technical assistance, and consulting. It is the combination of capital delivered by CapitalLink and business support services provided by small business service providers that allow small businesses the greatest opportunity to succeed.



Mira Fannin, Owner, Sweet Skins Clothing
Eugene, OR



Andrea's Mobile Dog Barber Shop
Polk and Yamhill Counties, OR



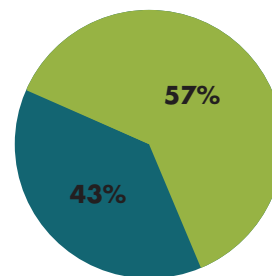
Shelly Davey, Owner, Garden of Ink
Cottage Grove, OR

CapitalLink Loan Borrower Demographics

- 86% are female
- 25% are ethnic minorities
- 100% are from households with 80% of Area Median Income or below
- 100% are from rural communities

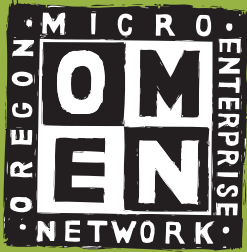
Program Outcomes & Measures of Success

- The following counties have borrowers from the CapitalLink program: Polk County, Lane County, Douglas County, Benton County, and Marion County
- Average loan amount disbursed: \$6,062
- 1 second "step" loan issued
- Average % change in revenue pre/post loan: 87%
- Average increase in # employees pre/post loan: 0.75



Clients Served by Business Stage

- Startup 57%
- Existing 43%



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Client Spotlight: Andrea Moore Owner, Andrea's Mobile Dog Barber Shop

While working as a dog groomer for over 8 years, Andrea Moore recognized an unmet need for mobile dog grooming services to serve Polk and Yamhill Counties. "There are so many people that either cannot get out, or don't have the time to get out, so I come to them." Limited by start-up capital, she applied for a CapitalLink microloan to purchase a dog grooming trailer and supplies.

MicroEnterprise Resources, Initiatives, & Training (MERIT), one of the programs at the Chemeketa Small Business Development Center in Salem, helped Andrea create a business plan, assessed business feasibility, and provided a 10 week business training course. MERIT staff also provided the personal support and accountability Andrea needed as she worked to build her client base.

Due to exceptional customer service, word of mouth referrals, and the publicity delivered by the billboard on her dog trailer, Andrea has dramatically increased the number of dog owners and regions served. "Almost everyone is a return customer," says Andrea.

As Andrea's business grew, she benefited from advanced business training at the Chemeketa Small Business Development Center that MERIT assisted her in attending through their scholarship process. Andrea participated in the 9-month Small Business Management Program that brings together diverse business owners in an applied, hands-on learning environment. Here Andrea fine-tuned many advanced aspects of running a business including marketing and bookkeeping.

Last year, Andrea successfully repaid her initial CapitalLink loan. She recently received a "step" loan to purchase new equipment and make repairs to her mobile dog grooming unit.

For more information on Andrea's Mobile Dog Barber Shop, visit www.andreas-mobile-grooming.com

For more information on MERIT visit www.merit-microenterprise.org



Andrea Moore (right) with Marcia Bagnall, Executive Director of the Chemeketa Small Business Development Center