**Logic Model Worksheet**

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| **Project Idea:** | **Should the CDFI roll-out new products?** |

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| **Problem Statement: Based on the unmet small business loan demand in its target market, the CDFI must identify the most needed loan products and then determine if it has internal infrastructure and capacity to offer new products and services.**  |

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| **Inputs** |  | **Outputs** |  | **Outcomes – Impact** |
|  | *Activities* | *Participation* | *Target Date* | *Status*  |  | *Short* | *Medium* | *Long* |
| * Market Analysis
* Surveys and Focus Group Reports
* Commissioned Reports
* Staff and Capitalization Assessment & Strategy
 |  | * Develop a business plan and marketing strategy
* Explore types of loans to offer
* Identify targeted borrower profiles
* Update P/P
 | * Define staff roles
* Engage consultants
* Identify referral networks and partners
 | Complete by 12/31 | As of July 2013 the following have been completed:* Business Plan and Marketing Strategy
* Analysis of loan products
* Identifying of targeted borrowers
 |  | * Launch new working capital loan product by 12/31
* Create and/or retain at least 20 jobs by 12/31.
 | * Raise at least $10MM in new loan capital
* Close at least 50 loans by Q4’14 whereby creating and/or retaining 500 jobs in target market.
 | * Create and/or retain at least 1,000 jobs in target market.
* Be the primary source of capital for small businesses in LA.
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| **Assumptions** |  | **External Factors** |
| The Market Analysis indicated that the most needed loans are between $50-100K for working capital and equipment financing. | * No other CDFIs offering such loans.
* City has funds available for a revolving loan program.
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