The Process for Innovating New Business

**Step 1** Identify Trends
- Monitor costs/prices/ROI
- Monitor economic/market activity

**Step 2** Identify Small Business Opportunity
- Verify market/business needs
- Meet with vendors/applicants
- Meet with various stakeholders to identify risks to implementation

**Step 3** Market Assessment
- Core CDFI capacity
- Deal capacity

**Step 4** Assess Capacity
- Economic impact
- Social impact on community

**Step 5** Mission & Profit Alignment
- Business sources and uses
- Discounted cash flows
- CDFI sources & uses

**Step 6** Assessing the deal financials
- Negotiate lending terms
- Enlist financial partners, if needed

**Step 7** Make the deal happen