The Process for Innovating New Business

Step 1

Identify Trends

- Monitor costs/prices/ROI
- Monitor economic/market activity

Step 2

Identify Small Business Opportunity

Step 3

Market Assessment

- Verify market/business needs
- Meet with vendors/applicants
- Meet with various stakeholders to identify risks to implementation

Step 4

Assess Capacity

- Core CDFI capacity
- Deal capacity

Step 5

Mission & Profit Alignment

- Economic impact
- Social impact on community

Step 6

Assessing the deal financials

- Business sources and uses
- Discounted cash flows
- CDFI sources & uses

Step 7

Make the deal happen

- Negotiate lending terms
- Enlist financial partners, if needed