



## We Exist to Help Impact Businesses Grow by Democratising Impact Investment

LendForGood is a crowd-lending platform for growth-ready impact businesses. We want to help impact enterprises grow so you can create more impact.

We provide a secure pathway to connect the supply and demand of impact capital and in so doing to build a collective response that enhances the capacity of impact enterprises to deliver positive outcomes for all of us.



We believe impact enterprises will be at the forefront of transforming our economy and world and that democratising impact investment can fuel this in a scalable, community-driven way.

The current capital market fails to provide sufficient options for emerging impact businesses. The 'Missing Middle' of finance for Impact SMEs, typically between \$50,000-\$1M, prevents them from growing. This gap is caused by the high transaction costs of deals, lack of more risk-tolerant capital or insufficient trading history or cash flows.

Debt is not appropriate for all situations, but has advantages in many, including allowing retention of ownership, being accessible to enterprises of any legal structure and attracting a mixed crowd of investors looking for faster turnaround than equity.



## How to Raise on LendForGood

Unlike most crowdfunding platforms, enterprises cannot list themselves directly; they must be listed by one of our approved intermediary organisations. Intermediaries include entrepreneur support organisations, venture studios, capacity-builders and accelerators, and will conduct due diligence based on their own criteria and impact or geographic focus. This model gives lenders a unique combination of choice and confidence.



### BORROWERS

An impact enterprise with a proven value proposition looking to grow



### INTERMEDIARIES

Organisations already working and doing due diligence on impact enterprises



### LENDERS

Individuals, institutions and family offices looking to align their investment with their values

## Partner Intermediaries include...



FIRST NATIONS  
WORTHWHILE  
VENTURES

SOCIAL  
IMPACT  
HUB



Collab4Good



## Advantages of LendForGood

- ❖ Retain full ownership of our enterprise;
- ❖ Set your own deal terms, in collaboration with your intermediary partner;
- ❖ Accessible to all legal structures: for-profit, non-profit, cooperatives and sole traders;
- ❖ Access our global community of impact lenders, including family offices and impact funds;
- ❖ Engage your own community and invite our customers to become investors.

To see the full list sign up at [www.lendforgood.io](http://www.lendforgood.io)