

## Overview: [DLBA Kiva Long Beach Trustee Endorsement](#)

### Why are you interested in receiving a Trustee endorsement from the Downtown Long Beach Alliance?

The Downtown Long Beach Alliance (DLBA) is a non-profit, community-based organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown. By balancing the interests of the residents, as well as businesses, the DLBA creates tangible progress by way of vested interest and solidified partnerships across local, municipal, and commercial lines. The DLBA is expanding its support for Entrepreneurs, Small Business, and our own underrepresented populations as many of our program participants are women and minorities. Funding for startup businesses is very difficult to obtain - as such the Kiva Long Beach program can provide a viable way of supporting startup funding for Entrepreneurs and Small Business within the Downtown business ecosystem.

### What is the mission of your organization?

Our mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown Long Beach.

### How will you decide who to endorse as a borrower? What due diligence will you conduct?

We will endorse borrowers if the following Criteria for Participation is met;

1. **QUALIFY:** The business or home-based business is located (currently or proposed) within the boundaries of the [Downtown Parking Improvement Area \(DPIA\)](#) managed by the Downtown Long Beach Alliance (DLBA) business improvement district.
2. **APPLICATION:** All applications must be received through the link below by the first of the month in order to be agendaized for the upcoming meeting, hosted on the 2<sup>nd</sup> Thursday of each month unless posted as a special meeting. (ex. Application received January 1, 2017 will be agendaized for January 11, 2017 ED Committee meeting)
  - a. [Apply HERE](#)
3. **PRESENT:**
  - a. All applicants have 3 minutes to present at our monthly recurring Economic Development Committee meeting. 2 minutes will be allotted to answer potential questions from Committee Members.
    - o Here is a link to the [Business Evaluation Form](#) used by the DLBA Economic Development Committee during your pitch.
  - b. Pitch Guidelines
    1. Sign up using this form. You will be notified if you have met all the requirements to continue pitching. As we only review up to 2 companies per month.
    2. Objective: The objective of the pitch is to simply define the idea or concept by explaining a product, service, or value proposition in short duration of time (3 minutes).
    3. Pitch competition is not a "sales pitch." Although, the judges want to see passion and energy from the entrepreneur(s) pitching, please DO NOT try to

“sell” the product or service to judges. Judges are not thinking about buying the product or service, but understand the value proposition of the idea or concept.

4. Introduction: Introduce or open the pitch with an interesting question or statement that spikes the interest of the judges and the audience. Follow the introduction by showing how the question or statement relates to the product or service. Keep the audience’s attention alive. If there is no observable passion about the idea or concept, chances are the judges or the audience will not have passion for it either.

5. Pitch: Remember, the pitch is a simple summary of the idea or concept, i.e. the product or service, and how it addresses pain points in the market. Within the time limit, it should cover the following:

I. What is your problem and your solution?

II. What is your market potential?

III. Submit your financial projections

IV. What is your ask?

V. Who are your team members?

6. Time: Time is of essence. There are three (3) minutes allocated to each individual or team pitching an idea or concept. There are two (2) minutes allocated for a Q & A session with the judges. In total, each individual or team pitching will have five (5) minutes maximum; three (3) minutes to pitch the idea or concept and two (2) minutes to answer questions from judges and get valuable feedback. Time will begin when the presenter begins to speak.

7. Other Guidelines: Individuals or teams can display/share/show their prototype, samples, or posters. Materials may not be distributed to the judges or the audience during the pitch.

4. **VOTE:** DLBA’s Economic Development Committee will vote immediately after your presentation to approve DLBA’s Trustee endorsement for your business. An Economic Development Committee quorum is required for potential approval, a cumulative score of 70 points or higher is required for the Committee to vote for potential Trustee endorsement approval, and finally a majority vote to approve the TRUSTEE endorsement is required to receive DLBA’s Trustee endorsement. A specific DLBA Trustee Kiva borrower link will be provided by the DLBA for the approved businesses within 24 hours of the ED Committee’s approval.

**DISCLOSURE:** The DLBA is unable to confirm receivers of the Economic Development Committee Trustee endorsement will open or expand a business in Downtown Long Beach within the DPIA boundaries.