



POWERING DREAMS. TRANSFORMING COMMUNITIES.

# ORGANIZATIONAL REPORT

AS OF JUNE 2023

# OUR MISSION & VALUES

## MISSION

Our mission is to create economic opportunity by empowering entrepreneurs.

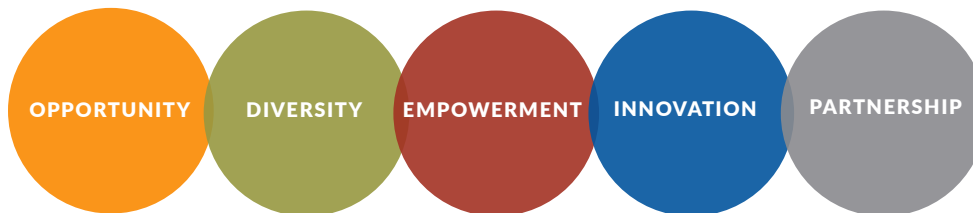
Through innovative partnerships we provide business owners with the capital, education, and relationships that allow them to flourish. Our collaborative approach helps our clients create jobs and stimulates economic development in low-to-moderate income communities.

## VISION

Our vision is to empower small business owners to succeed, transforming their lives, and helping our communities thrive.

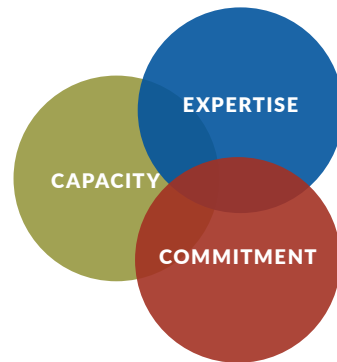
## CORE VALUES

For the last 44 years, Main Street Launch has embodied core values that guide our strategy, daily work, and relationships with our clients, partners, and the community.



## STRENGTHS

We complement our core values with capabilities that combine to make Main Street uniquely equipped to meet the needs of our communities:



# HOW WE HELP

Accelerating small business growth results in increased economic opportunities like more local jobs for residents, increased economic activity, and more access to goods and services. Investment in small businesses creates wealth for the business owner, income for employees, and vitality for the community.

## CAPITAL

We offer affordable loans up to \$350,000 to small businesses in California, with a focus on Oakland and San Francisco.

## EDUCATION & RELATIONSHIPS

In addition to lending services, Main Street Launch provides no-cost business services to help our clients become loan-ready, operate profitable businesses, and create jobs. We are continuously developing a robust pipeline of partner organizations who can help our clients and other business owners get the help they need to start or grow their businesses.

We are grateful to our community partners for their support, including but not limited to:

Accion Opportunity Fund  
Alliance for Community Development  
California Coalition for Community Investment (CCCI)  
California Small Business Coalition for Racial Justice  
CAMEO  
Centro Community Partners  
Chase for Business  
City of Oakland Business Assistance Center  
Community Reinvestment Fund  
Community Vision  
Gillespie Consulting  
Grant & Smith LLP  
ICA Fund Good Jobs  
Kiva  
La Cocina  
LCCRSF Legal Services for Entrepreneurs  
Levo Business Advisors  
Mission Asset Fund  
Mission Economic Development Agency (MEDA)  
National Veterans Transition Services (REBOOT)

National Coalition of 100 Black Women  
Oakland African American Chamber of Commerce  
Pacific Community Ventures  
Renaissance Entrepreneurship Center  
Rosie Network  
San Francisco African American Chamber of Commerce  
San Francisco Economic Development Alliance  
San Francisco Office of Small Business  
SCORE  
SFMade  
Small Business Administration  
Small Business Development Centers  
Small Business Majority  
Start Small Think Big  
Stockton Impact Corps  
The SF LGBT Center  
TLJ Professional Services  
Veteran Business Outreach Centers  
Women Veterans Alliance  
Women's Business Centers  
Working Solutions CDFI



**JONAS**  
DYNAMIC EDUCATION  
SERVICES  
PLACENTIA

## A STEPPING STONE FOR GROWTH

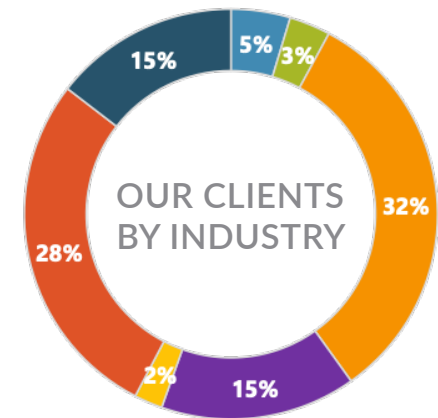
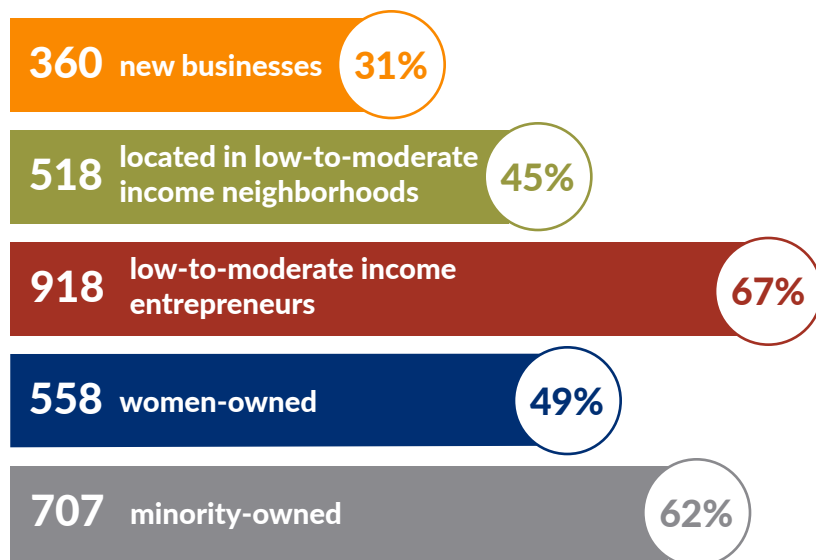
Dynamic Education Services provides one-to-one support for K-12 special education students. Owner Jonas Maceda says the most rewarding part of this work is connecting students and their families with much-needed resources. Working with the Inland Empire Small Business Development Center, Jonas secured a loan that enabled his business to move from home-based operations to an office setting. They doubled their revenue as well as the population they served. With this growth, Jonas sought additional financing to support his business goals. He connected with Main Street Launch and got approved for a larger SBA Community Advantage loan. "The loan allowed us to continue with a nice stepping stone and enabled us to grow," Jonas explains. Dynamic Education Services now has 6 full-time employees and serves hundreds of students across 15 California counties.

# THE IMPACT OF OUR WORK

Empowering entrepreneurs and employees at a local level creates a lasting, positive community impact. Small businesses make up the backbone of city economies, providing jobs and goods and services within neighborhoods, thus creating a safer and more livable place for everyone. Our work helps to build self-sustaining, vibrant local economies.

..... IN THE LAST 10 YEARS .....  
MAIN STREET INVESTED **\$90 MILLION** INTO **1,100** BUSINESSES.  
.....

These loans supported:



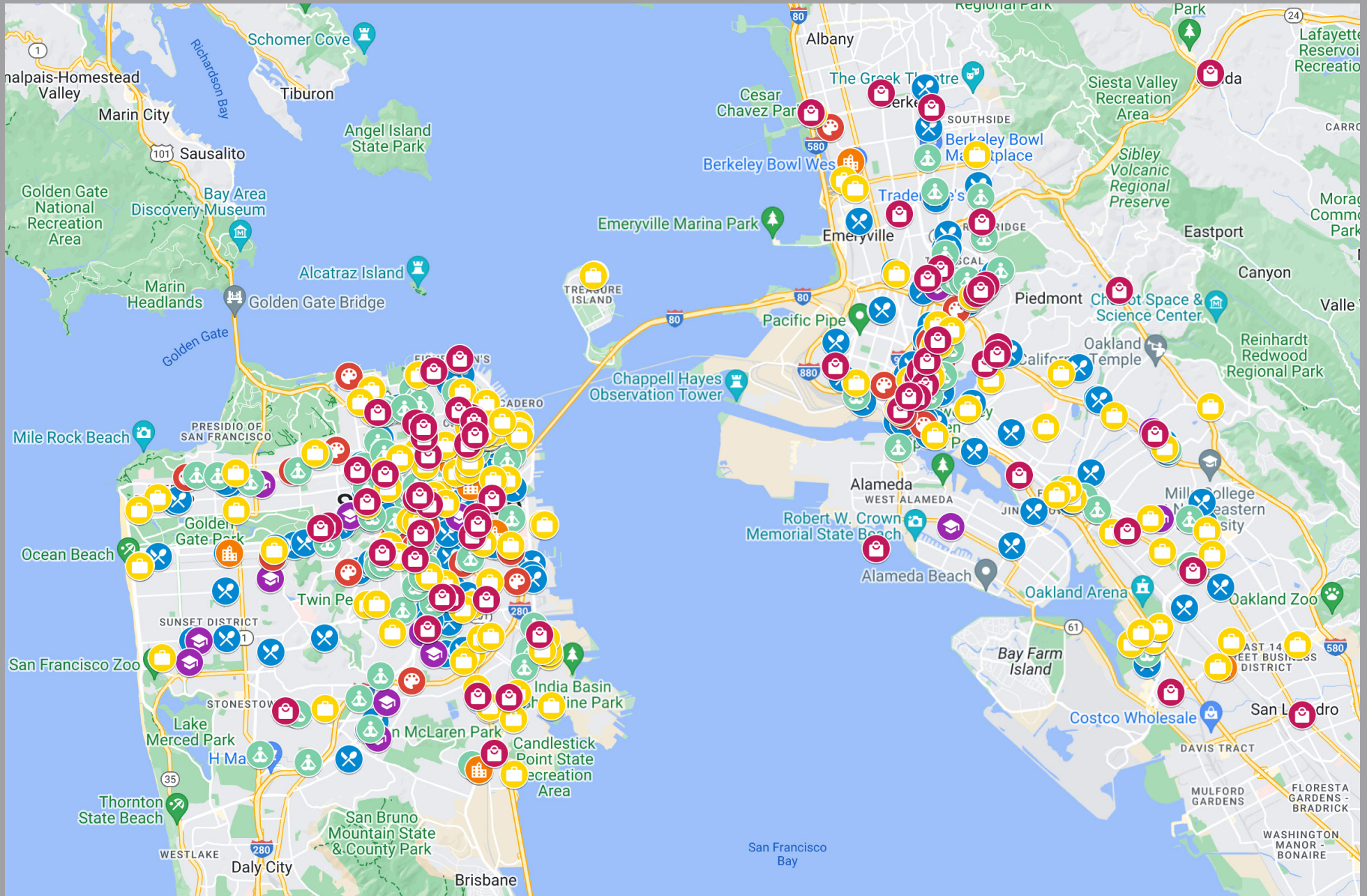
Food & Beverage	32%
Professional Services	28%
Health & Beauty	15%
Retail	15%
Arts & Entertainment	5%
Education	3%
Manufacturing	2%

Our clients have created and sustained over **6,200 jobs** in the last ten years.

For an interactive map of our clients, go to [mainstreetlaunch.org/shop-with-our-clients](http://mainstreetlaunch.org/shop-with-our-clients)



## MAP OF OUR CLIENTS





NANCY &  
CHRISTIE  
PEPITO'S PALETAS  
SAN FRANCISCO

### CELEBRATING FAMILY HERITAGE

Pepito's Paletas is a family business that manufactures artisanal Mexican *paletas* (popsicles) with a modern twist. Sisters Nancy and Christie Rosales make their popsicles the same way their abuelita made paletas in Mexico. Their top sellers are Chunky Mango and Mexican Hot Chocolate, and their diverse selection ranges from healthy cleanse flavors to liquor-infused pops. Nancy and Christie had been self funding the business, but when the pandemic hit, they struggled to hold on. Pepito's Paletas received a \$50,000 loan from Main Street Launch to purchase inventory and supplies, and to use as working capital for operational support, including payroll, marketing, and cashflow reserves. "It was a learning experience," Nancy reflects. "When we got the loan, we were able to execute everything we had planned." Not only did the loan allow Nancy and Christie to position themselves for growth, the experience of securing financing also served as an important lesson for the long-term viability of the company. "We saved time, money, and received detailed help to prepare us for future success."

## LENDING PROGRAMS



## MAKING IMPACT WITH LENDING INITIATIVES: INJECTING CAPITAL INTO HIGH-NEED FOCUS AREAS

### INITIATIVE

### IMPACT

As a SBA Community Advantage lender, Main Street Launch fills a gap in financing for small businesses throughout California. Many big banks won't fund loans under \$500,000, and many community lenders don't make loans over \$100,000.

Main Street Launch is one of the top Community Advantage lenders in the country. This year, we increased the maximum loan amount up to \$350,000. In total, we **funded over \$3.3M of loans to 12 businesses over the year** through this program.

In partnership with the cities of Oakland and San Francisco, Main Street Launch offers special microloan programs to support diverse businesses that need smaller loans.

With flexible credit policies, these programs lower the barriers to accessing capital for underserved business owners. This year, we **deployed \$2.4M of microloans to 50 businesses**, 66% of which were owned by people of color.

With empty downtown offices and rising vacancies, San Francisco lost many businesses in the wake of the pandemic. The city's leadership recognized a need to stimulate new business development in order to boost the local economy.

Main Street Launch partnered with the City of San Francisco to provide specialized zero-interest capital for startup businesses. We deployed **\$1.7M in loans to 17 new businesses** in the city.

**“** As an organization, Main Street Launch continues to create innovative products to meet the needs of diverse small businesses. Our commitment to equity-based solutions is an integral part of our credit policies and processes. **”**

KARLA DE LEON  
Executive Vice President - Chief Credit Officer

..... LAST YEAR .....  
**\$7.9M** MAIN STREET LAUNCH FUNDED  
**OF BUSINESS LOANS**  
.....

MAKING IMPACT WITH EDUCATIONAL INITIATIVES:  
INVESTING IN EQUITY AND OPPORTUNITY

INITIATIVE	IMPACT
Our Entrepreneurs-In-Residence program was founded in 2016. The 6-month program provides specialized training and mentorship to African American-owned businesses.	This year, our <b>fifth cohort of 14 Bay Area businesses graduated</b> from the Entrepreneurs-In-Residence program. Graduates have successfully secured new contracts and funding to support their businesses.
Main Street Launch provides technical assistance and other business development resources for small businesses.	Main Street Launch <b>supported over 1,000 entrepreneurs</b> with one-on-one technical assistance. These activities strengthened participating businesses' financial structures and the acumen of their management teams.
In collaboration with our partners and industry practitioners, we facilitate workshops and provide access to online platforms for business education.	Over the year, we held <b>30 training events</b> covering topics such as access to capital, bookkeeping, supplier diversity, and succession planning. These events supported <b>over 400 entrepreneurs</b> .

“Education and relationships are key factors for long-term business success. Main Street Launch not only provides access to capital, but we also support entrepreneurs with additional services that help businesses endure and thrive, even in tough economic conditions.”

JACOB SINGER  
President & CEO

..... LAST YEAR .....

**400+** MAIN STREET LAUNCH TRAINED  
**ENTREPRENEURS**

.....



## DISRUPTING AN INDUSTRY

Julian T. Peebles and Tory E. Brown are the founders of Common Ground Spirits. The business produces gin sourced from local ingredients, and their first batch of 100% California-grown grain bourbon is scheduled for release in mid-2024. Julian and Tory first met as founders in the tech space, and bonded over a shared sense of “common ground” as entrepreneurial men of color. In the midst of the George Floyd protests, Julian and Tory felt motivated to bring people together over shared values and started thinking about how they could level the playing field in an industry that was ripe for disruption. The liquor industry seemed like the perfect opportunity. “When you walk through the aisles of your local liquor store or retail store, you might think the industry is saturated because you see how much stuff is on the shelves,” Julian said. “But as you look deeper at the brands and what they have to offer, you’ll see that there is a lot of similarity but very little of us represented.” As a Black-owned business making waves in an industry dominated by others, one of their first big challenges was distribution. With support from Main Street Launch and others, they got connected with a large distributor and their products are now selling in stores throughout the country. Common Ground is currently in 121 stores, 86 of which are in the Bay Area. Their products are available across the country through their website and other e-commerce platforms.



JULIAN & TORY  
COMMON GROUND  
SPIRITS  
BERKELEY

# OUR TEAM



**Adrian Gomez Zavala**  
Vice President -  
Relationship Manager



**Brooke Solomon**  
Senior Vice President -  
Loan Closing & Compliance



**Bruce Jobson, SPHR**  
Human Resources Consultant



**Charles Johnson**  
Program Manager



**Darius Mahajer**  
Senior Vice President -  
Senior Relationship Manager



**Guillermo Barajas**  
Senior Vice President -  
Accounting Manager



**Jackie Maxwell**  
Senior Vice President -  
Accounting/Controller



**Jacob Singer, PhD**  
President & CEO



**Jen Leybovich Verne**  
Chief Development Officer



**Joyce Windross**  
Chief Operating Officer



**Karla De Leon**  
Executive Vice President -  
Chief Credit Officer



**Kathia Kacic-Vrana**  
Executive Vice President -  
Loan Closing & Compliance



**Kelly Baker**  
Assistant Vice President -  
Business Development &  
Impact



**LaShan Goodwin**  
Office Manager



**Jose Berasategui**  
Loan Servicing Specialist



**Mayra Aguilar**  
Senior Vice President -  
HR Business Partner



**Melissa Huffman**  
Assistant Vice President -  
Accounting Manager



**Mike McGrane**  
Senior Vice President -  
Senior Relationship Manager



**Robert Blundell**  
Vice President - Risk  
Management & Compliance



**Richard Morris**  
Assistant Vice President -  
Senior Program Manager



**Shay Synigal**  
Accounting & Administrative  
Specialist

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Chair,  
Trace Genomics



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Secretary,  
Hartley Construction



**Stephanie Jones**  
Treasurer,  
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**Eric Nelson**  
Member,  
Heritage Bank of  
Commerce



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**LaSandra Hunt**  
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## SUPPORTERS

Main Street is grateful for the generous support of our funders.

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Violet World Foundation  
Wells Fargo

For a copy of Main Street Launch's audited financial statements, please contact us at [updates@mainstreetlaunch.org](mailto:updates@mainstreetlaunch.org).

### Main Street Launch is a proud member of:

A Member of  
**OPPORTUNITY FINANCE NETWORK**

**SBA** U.S. Small Business  
Administration

**SFEDA** SAN FRANCISCO  
ECONOMIC  
DEVELOPMENT  
ALLIANCE

**California**  
Association for  
Micro  
Enterprise  
Opportunity



**ccci**

**BAY AREA  
ENTREPRENEURSHIP  
ALLIANCE**





# MAIN STREET LAUNCH

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[mainstreetlaunch.org](http://mainstreetlaunch.org)