



MAIN STREET LAUNCH

POWERING DREAMS. TRANSFORMING COMMUNITIES.

ORGANIZATIONAL **REPORT** AS OF JUNE 2025





Dear Friends, Partners, and Supporters,

The past year at Main Street Launch was defined by powerful partnerships, strategic growth, and an unwavering commitment to the entrepreneurs we serve. As I reflect on what we've accomplished together, I am filled with a profound sense of gratitude and excitement. I am incredibly proud of the role Main Street Launch plays in creating a vibrant ecosystem where small businesses flourish.

One of our most significant achievements this year has been our expanded focus on partnership building. We achieve more when we work together, as demonstrated by the creation of the Downtown San Francisco Vibrancy Loan Fund. This innovative program supports new and existing businesses in downtown San Francisco with low interest rate loans and a grant to businesses filling commercial vacancies, breathing new life into the heart of the city. This collaboration with the City of San Francisco, JPMorgan Chase, U.S. Bank, and Wells Fargo is testament to what we can do when the public and private sectors unite to solve a shared challenge.

We also embarked on an exciting new chapter of geographic expansion. By enhancing our services in Silicon Valley, we are able to support more entrepreneurs and make an even greater impact on the regional economy. This increased focus is a key step in our long-term vision of empowering small business owners across the Bay Area.

Looking ahead, we are bolstering our leadership with the addition of four new members to our Board of Directors. It is my great pleasure to formally welcome Elizabeth Fuchs, Erik Daniels, Vernon Charles Goins II, and Gregory Hunter. Their diverse expertise and deep commitment to our mission will be invaluable as we navigate the opportunities and challenges of the coming year. We are thrilled to have them on board.

Our work is made possible by the passion and dedication of our staff, the trust of our partners, and the resilience of the entrepreneurs who inspire us every day. Thank you for being a part of the Main Street Launch family. Together, we are building a more prosperous future, one small business at a time.

With gratitude,

Rohan Kalbag, CEO

OUR MISSION & VALUES

MISSION

Our mission is to create economic opportunity by empowering entrepreneurs.

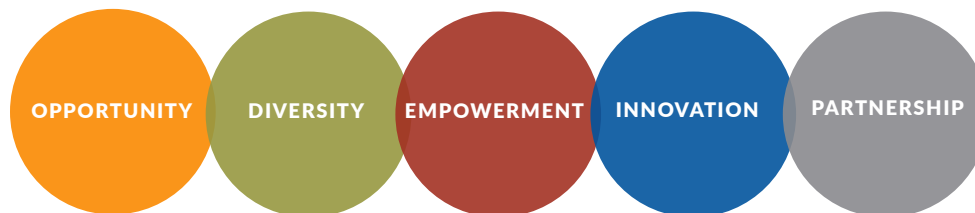
Through innovative partnerships we provide business owners with the capital, education, and relationships that allow them to flourish. Our collaborative approach helps our clients create jobs and stimulates economic development in low-to-moderate income communities.

VISION

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

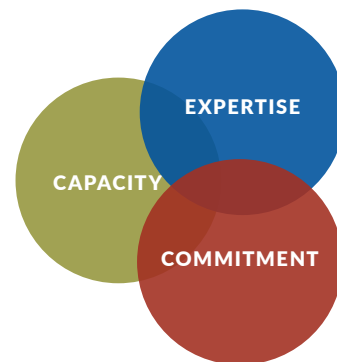
CORE VALUES

For the last 46 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, including but not limited to:

Accion Opportunity Fund	Oakland African American Chamber of Commerce
Alliance for Community Development	Pacific Community Ventures
California Coalition for Community Investment (CCCI)	Renaissance Entrepreneurship Center
California Small Business Coalition for Racial Justice	San Francisco African American Chamber of Commerce
California Southern	San Francisco Office of Small Business
CAMEO	San Francisco Workforce Development Division
Centro Community Partners	Scale Link
Chase for Business	SCALE Network
City of Oakland Business Assistance Center	SCORE
Clecha	Self-Help Federal Credit Union
Community Reinvestment Fund	SF Downtown Development Corporation
Community Vision	SF LGBT Center
ICA Fund	SF New Deal
Kiva	SFMade
La Cocina	Small Business Administration
Laney College	Small Business Development Centers
LCCRSF Legal Services for Entrepreneurs	Small Business Majority
Mission Asset Fund	Start Small Think Big
Mission Economic Development Agency (MEDA)	Veteran Business Outreach Centers
Momentum Capital	Women's Business Centers
National Coalition of 100 Black Women	Working Solutions CDFI



**MENDRA, HARV,
ASHE & FAMILY
FAST TIMES BURGERS
OAKLAND**

REALIZING A LONGTIME DREAM

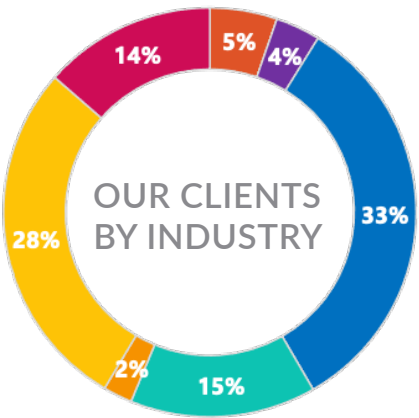
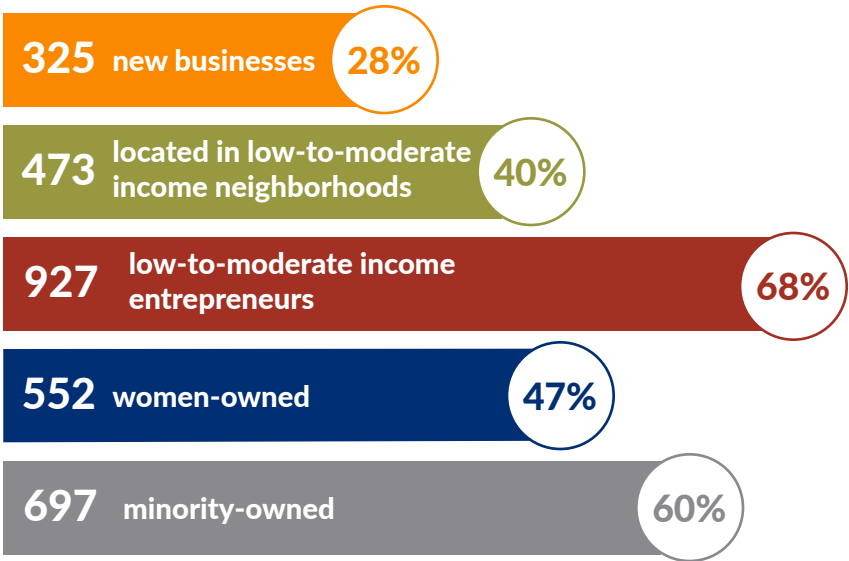
Founded by Mendra Singh Sahota, Fast Times Burgers began as a passion project and pop-up during the pandemic. It quickly gained a loyal following for its high-quality smashburgers. With a dream of opening a permanent location, Mendra and his business partners, including Harv Singh Billon and Ashe Billon, jumped at the opportunity to join Prescott Market, a new food hall and community space in West Oakland. To finance the build-out and buy essential equipment, the team worked with Main Street Launch to secure a \$200,000 loan. This critical funding allowed them to not only acquire the necessary items but also to cover initial staffing and operational costs. The business has since become a thriving destination, exceeding expectations and serving as a testament to the power of a great idea and hard work coupled with the right financial support.

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 **\$95 MILLION** INTO **1,200** BUSINESSES.
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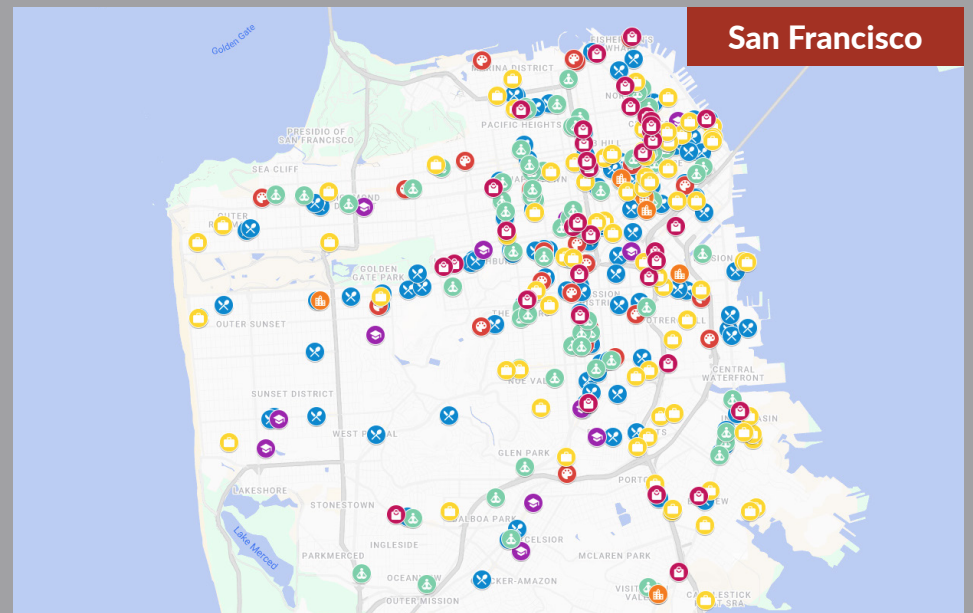
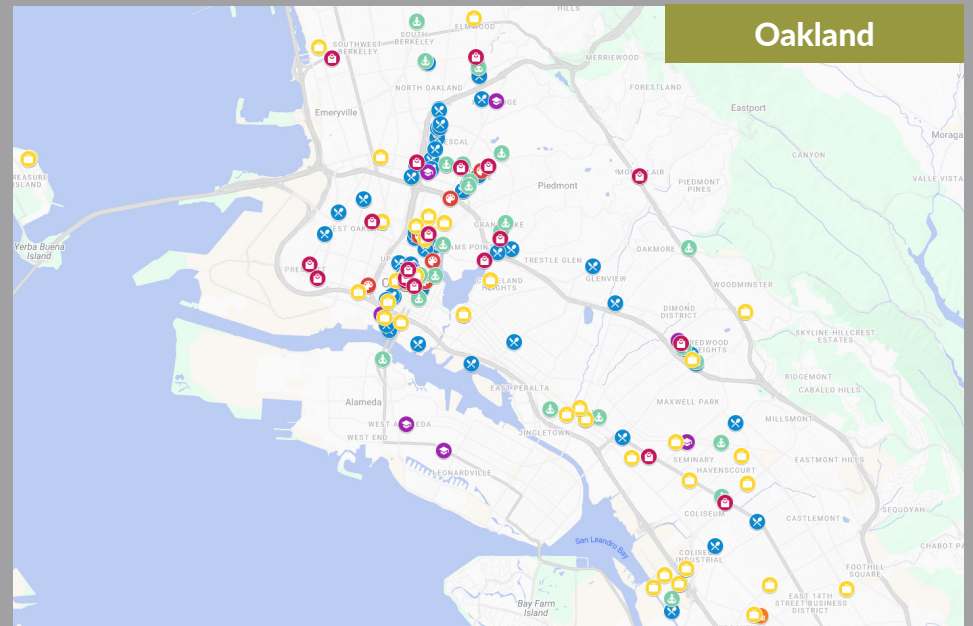
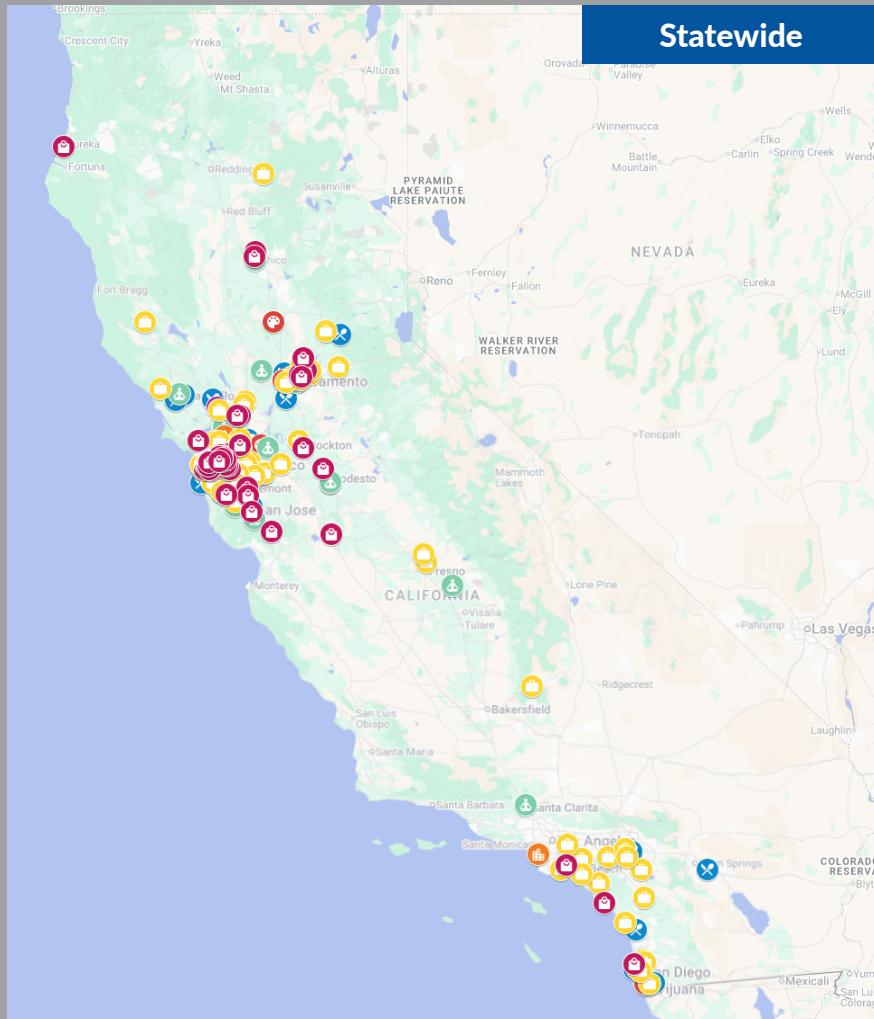
These loans supported:



Food & Beverage	33%
Professional Services	28%
Health & Beauty	15%
Retail	14%
Arts & Entertainment	5%
Education	4%
Manufacturing	2%

Our clients have created and sustained over **5,800 jobs** in the last ten years.

MAPS OF OUR CLIENTS



For an interactive map of our clients, go to mainstreetlaunch.org/shop-with-our-clients



ANNIE, GONZALO
& FAMILY
CHALOS EXPRESS
SAN FRANCISCO

EXPANDING THE FAMILY BUSINESS

When Gonzalo Del Cerro and his wife Annie Leong moved from Argentina to Annie's hometown of San Francisco, Gonzalo was surprised by the lack of authentic Argentinean cuisine. In March 2019, Gonzalo and Annie opened Chalos, a café specializing in handcrafted empanadas nestled in the Outer Sunset, where Annie grew up. The business is named for Gonzalo's nickname ("Chalo") and the three Chalos in their family: Gonzalo, their son, and Gonzalo's father. It is a tribute to their roots and a reflection of their shared passion. Main Street Launch has supported Chalos throughout their business journey. From providing the startup capital for the launch of the business to funding a recovery loan to keep their doors open in 2021, Main Street became a trusted partner for the business. When the couple started looking at expansion opportunities, they knew who to turn to. For their new location, Chalos received a low-interest loan and grant through the Downtown San Francisco Vibrancy Fund. This funding helped them purchase essential equipment and cover startup costs, providing the breathing room they needed to launch successfully. "As a small business, you're not just looking for a loan; you're looking for guidance and resources," Annie noted. "Overall, Main Street was a lot more knowledgeable in helping small businesses and more client-focused."

LENDING PROGRAMS



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

INITIATIVE

IMPACT

In response to the economic challenges facing downtown San Francisco, we partnered with the City, JPMorgan Chase, and U.S. Bank to establish the Downtown San Francisco Vibrancy Loan Fund. This innovative public-private partnership is designed to fill empty storefronts and revitalize business activity.

This initiative provides critical, affordable capital to help businesses contribute to the economic recovery of downtown. In just 3 months, we supported **4 businesses with \$600,000** of funding. We also secured additional investments from Wells Fargo to expand the impact of this program.

As a SBA Community Advantage lender, Main Street Launch fills a gap in financing for small businesses throughout California who need up to \$350,000.

Main Street Launch is one of the top Community Advantage CDFI lenders in California. In total, we funded **nearly \$7.4 million of loans to 30 businesses** in the year through this program.

In partnership with the cities of Oakland and San Francisco, Main Street Launch offers concessionary 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 \$1.6 million** of microloans to **20 businesses**, of which **50% were owned by people of color**.

“Our lending programs are directly addressing the most critical needs in our communities. By deploying tailored capital solutions, from revitalizing downtown corridors to providing microloans for underserved entrepreneurs, we’re helping build more resilient local economies.”

KARLA DE LEON

Executive Vice President - Chief Credit Officer

..... LAST YEAR

\$9M MAIN STREET LAUNCH FUNDED
OF BUSINESS LOANS

.....

MAKING IMPACT THROUGH PARTNERSHIPS:
COLLABORATING TO PROVIDE CRITICAL RESOURCES



TECHNICAL
ASSISTANCE

INITIATIVE	IMPACT
Main Street Launch is a proud member of SCALE: Success, Capital Access and Leadership for Entrepreneurs. This network was created by the California Office of the Small Business Advocate and CAMEO, funded through SSBCI.	We're honored to participate in this program as a resource partner, working to ensure California's diverse small businesses as well as businesses in low-to-moderate-wealth, rural, or disaster-impacted communities, are ready to access capital and other vital resources.
Main Street Launch has partnered with the California Office of the Small Business Advocate for the last 7 years. Its Technical Assistance Program (TAP) provides technical assistance and other business development resources for small businesses.	In the past year, Main Street Launch supported over 600 entrepreneurs with one-on-one technical assistance through TAP. In addition, we conducted 11 trainings . These activities strengthened businesses' financial structures and the acumen of their management teams.
We're focused on building a unified network of partners to create a robust ecosystem where entrepreneurs can access a full spectrum of support, from technical assistance to capital.	We've solidified partnerships with ICA and Working Solutions to provide a continuum of capital as businesses scale, and collaborated with SF New Deal, Renaissance Entrepreneurship Center, and SBDCs to support business development.

“A business’s support system is vital to its growth. Main Street Launch provides not only access to capital, but makes sure that entrepreneurs have the connections and resources to help them thrive.”

ROHAN KALBAG
CEO

..... LAST YEAR
2,260 MAIN STREET LAUNCH SERVED
ENTREPRENEURS
.....

SUPPORTING STARTUP DREAMS

Rochelle Burgess experienced a bit of culture shock when she moved to Eureka, CA after years of living in New York City. As a Black woman in coastal Northern California, she found herself having to take extreme measures to get products for her hair. She knew that she wasn't the only one in the community facing these challenges. Determined to make a change, Rochelle created Kinfolk Beauty Supply, a store catering specifically to the needs of Black women while also offering a range of beauty products for all hair types and textures. But bringing her dream to life was no easy feat. She secured a lease, but the space spent half a century as a taxidermy shop, so it required significant cleanup before it could function as a beauty supply store. With rent and bills adding up, she needed financial support to launch. Rochelle initially turned to local business development organizations for guidance. Unfortunately, she encountered roadblocks: a misunderstanding of her industry, lack of follow-through, and ultimately, rejection. Frustrated but undeterred, she continued searching and discovered Main Street Launch. Unlike other organizations, Main Street Launch understood her vision. "It felt like they actually cared and were also excited about the project," she said. Kinfolk Beauty Supply received a loan that helped them renovate their space, purchase inventory, and cover essential startup costs. Since opening, Kinfolk Beauty Supply has made a profound impact on the community. Customers have walked in and cried, expressing gratitude for finally having a local store that meets their needs.



ROCHELLE
KINFOLK BEAUTY
SUPPLY
EUREKA

OUR TEAM



Adrian Gomez Zavala
Vice President -
Relationship Manager



Brooke Solomon
Senior Vice President -
Loan Closing & Compliance



Darius Mahajer
Senior Vice President -
Relationship Manager



Guillermo Barajas
Senior Vice President -
Accounting Manager



Jen Leybovich Verne
Chief Development Officer



Jose Berasategui
Loan Servicing Specialist



Joyce Windross
Chief Operating Officer



Karla De Leon
Executive Vice President -
Chief Credit Officer



Kathia Kacic-Vrana
Executive Vice President -
Chief Compliance Officer



Kelly Baker
Assistant Vice President -
Business Development &
Impact



Melissa Huffman
Assistant Vice President -
Accounting Manager



Robert Blundell
Senior Vice President -
Compliance & Risk
Management



Rohan Kalbag
Chief Executive Officer



Shay Synigal
Accounting & Administrative
Specialist

MAIN STREET LAUNCH BOARD OF DIRECTORS



Wendell W. Jones II
Chair,
formerly Trace Genomics



Mark Alan Lindquist
Secretary,
Hartley Construction



Stephanie Jones
Treasurer,
formerly Wells Fargo Bank



Arthur Washington
Member,
Alexander Business
Group, LLC



Elizabeth Fuchs
Member,
Bank of America



Erik Daniels
Member,
U.S. Bank



Jim Wong
Member,
National Veterans
Transition Service, Inc.
(REBOOT)



LaSandra Hunt
Member,
JPMorgan Chase



Gregory Hunter
Member,
Colliers



Vernon Goins
Member,
Goins Law Firm, PC

Main Street Launch is a proud member of:

A Member of
OPPORTUNITY FINANCE NETWORK

SFEDA SAN FRANCISCO
ECONOMIC
DEVELOPMENT
ALLIANCE



**California Small
Business Coalition
for Racial Justice**

SBA U.S. Small Business
Administration

**California
Association for
Micro
Enterprise
Opportunity**

**BAY AREA
ENTREPRENEURSHIP
ALLIANCE**

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SUPPORTERS

Main Street Launch is grateful for the generous support of our funders:

Ally Bank
California Bank & Trust
California Investment &
Innovation Program
CDFI Fund
Ceiba Fund
City National Bank

City of Mountain View
City of Oakland
City of San Francisco
Comerica Bank
CTBC
First Citizens Bank
Google

Governor's Office of Business
and Economic Development
Hanmi Bank
HHS Office of Community
Services
HSBC
JPMorgan Chase Foundation

Kresge Foundation
Novogradac Rivers Foundation
Opportunity Finance Network
Silicon Valley Community
Foundation
U.S. Bank
Wells Fargo

For a copy of Main Street Launch's audited financial statements, please contact us at updates@mainstreetlaunch.org.



MAIN STREET LAUNCH

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