



# California Association for Micro Enterprise Opportunity

## COACHING ACADEMY

CAMEO launched the Coaching Academy to develop new approaches to expanding business assistance training in the face of a rapidly changing landscape. The goal is to ensure that our member organizations operate with sophistication, professionalism, and efficiency while fulfilling their mission and meeting the needs of their clients. Features are similar to those of the Micro Lending Academy. Existing programs include:

### **Women Veterans Entrepreneurship Network (WOVEN)**

Meetups, online office hours, instant income and professional networking opportunities

### **Centro Business Plan App**

A smartphone-based tool for creating business plans, with training and support for programs looking to integrate it into their classes

### **CAMEO Goes to Market**

State-of-the-sector specialty foods training in rural areas

### **Thumbtack Connects to Markets**

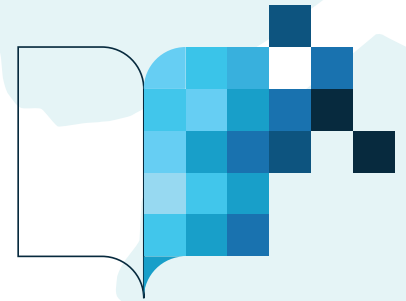
Helping gig economy workers connect to markets

### **Regional Meetings**

Convening and capacity building for CAMEO members

### **Capacity Building Webinars**

Monthly webinar series



## NEW TRAINING PROGRAMS

**Micro Lending Essentials (MiLEs):** Two day training teaches the three main underwriting analyses, how to write a credit memo to support an underwriting recommendation, and provides actual microloan applications to practice on. MiLEs helps SBDCs, WBCs and other businesses assistance staff think like lenders so that their referrals are more successful.

**Understanding Online Lending:** CAMEO offers a webinar series to help business assistance providers understand the online lending landscape, the available products and how they affect their client's bottom line.

**Digital Tools Training:** CAMEO will develop a training to 1) increase awareness of digital opportunities to assist small business owners to benefit from digital engagement and 2) provide digital skills training curriculum that is relevant, short and flexible.

**Cybersecurity:** CAMEO and our partner organizations host webinars that give member MDOs a cyber security plan for their own organization and a workshop training curriculum to integrate into their training.

**Gig Economy:** CAMEO will facilitate an in-person training delivered by Samaschool to our member MDOs. Samaschool has developed an 8-12 hour curriculum on how to succeed as a freelancer.

## MICROLENDING ACADEMY

CAMEO launched the **Micro Lending Academy (MLA)** in 2014 in order to develop new approaches to expand the volume of microlending in California. CAMEO was able to establish trust and a high level of participation with its 32 nonprofit CDFIs, 90% of which made fewer than 50 loans annually at that time. The MLA has become the umbrella for a continually expanding array of services, technology tools and capital resources to build the capacity of microlenders. The MLA is a testing ground for new methodologies, innovative tools and ways to deliver technical assistance to CDFIs that will prove concept and result in more lending and better processes. Features include:

### **E-Newsletter**

Articles, resources, technology, success stories, interviews, big picture ideas on all programs.

### **Peer Learning**

Work with peers to strengthen your business assistance program; share your insights and innovations.

### **Best Practices Training**

Training opportunities for staff development and systems improvement.

### **Individual Consulting**

Receive help to implement new processes and all aspects of the Coaching and Micro Lending Academy.

### **Training Support**

Identify training opportunities and provide monetary support for travel expenses.

### **Technology**

CAMEO is partnering with technology developers to provide support and discounts.



## MICROLENDING ACADEMY PROGRAMS

**Emerging CDFI Development:** A new program will assist new CDFIs with program development, including initial counseling, monthly peer learning calls, and individual support.

**Online Platform Cohorts:** CAMEO aggregates users onto valuable online platforms for efficiency and cost savings and offers a peer learning cohort.

**Carrot Fund:** Through a partnership with Capital One, we offer low-interest loans to new and developing microlenders.

**Loan Manual:** We developed a manual template for lending programs, including industry best practices and structures, based on CAMEO's decades of experience and examples drawn from several member agencies.

**Microlenders Forum:** Every year, CAMEO hosts a statewide gathering of microlenders, bankers, and industry leaders to discuss emerging trends and opportunities.