



# The EFEA Investment Marketplace 2016



—ERIC FRANKLIN—  
ENTREPRENEURIAL ACCELERATOR



2017 Investment Marketplace marks our 3rd Annual! Since we premiered this event in 2015, it has been recognized as an innovative and unique model for bringing together lenders, existing business owners, emerging business owners and entrepreneurial resources from across the state to engage in real-time activities that can support business growth.

In 2016 The Investment Marketplace drew over 14 area lenders and investors, federal, state and local economic development officials and 34 of the region's growing businesses and entrepreneurs.

Our Funder's Lounge allowed these businesses to engage one on one with lenders to discuss their business growth plans and financing options through a speed-dating simulation. 4 minutes of focused dialogue allowed individual businesses to meet with over 14 lenders in less than 60 minutes.

During our lenders' breakfast Ellen Flowers-Fields presented "Strategies to Execute Extraordinary Small Business Sales Conversations," prepared by Federal Deposit Insurance Corporation. The U.S. Small Business Administration, presented "Benefits of SBA Lending—A Win-Win for Everyone."

The feedback from our speakers, attendees and lenders was extremely positive. So, thank you for helping us to make the EFEA Investment Marketplace a great success!

Following are a few of the lenders' remarks . . .

“. . . it’s a great way to network among lenders. I think the lenders’ conference we have at the beginning is excellent. I also think that the people that participate and come here are serious about their business and wanting to grow it.”

“Yes we would recommend that other lenders attend because there is a good share of information, a good networking event, and most importantly the number of potential entrepreneurial clients that can be met during this event is greater than any other event that we have participated in.”

“This is our second year doing this. Last year we had actually worked with a couple of prospects to get them funding, get their businesses the money. This year again was another good year we had some really good prospects some folks that were well prepared . . .”

“I think it’s a great opportunity to get in front of folks who could potentially have a great business and opportunities. I also think it’s a great way to give back to the community and allow them to see what a bank is looking for.”

“. . . we got to meet a lot of people that are looking for a potential loan. We had great conversations. We were also able to network with the people here so we will be able to exchange a lot of information that will help us all grow.”

The EFEA

# Investment Marketplace

At a Glance



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51 Attendees



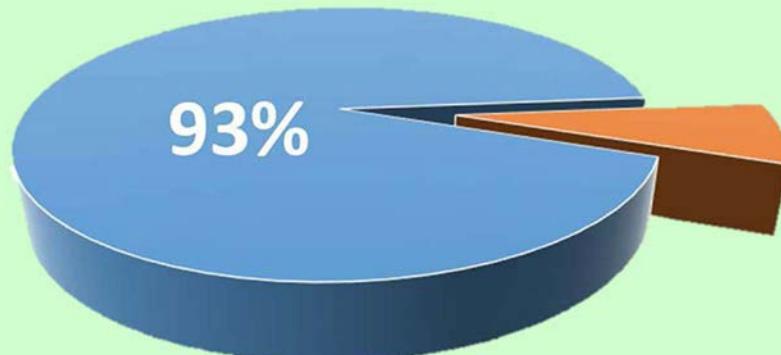
2 Speakers



14 Lenders



34 Businesses



93% Rated The Event Very Good/Excellent  
and Would Participate Again



86% Were Invited For A "Second Date"



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# The EFEA Ecosystem For Business Success



## ADVOCATE

Our role is to help small businesses and startups gain access to all resources available to help them to succeed and to serve as their voice for business issues that are barriers to success.



## CONNECT

We connect each EFEA graduate to other like-minded business owners, partners and mentors within the EFEA entrepreneur ecosystem. More importantly, we expand their potential by connecting them to ecosystems outside of Southern Maryland.



## GUIDE

The programs delivered through EFEA are designed to help the businesses and their owners in Southern Maryland take their business to the next level.



## THRIVE

Resources may be minimal for a small business that has just completed an entrepreneur program. EFEA promises to create programs and events that continue to help these businesses exceed surviving to thrive.



## FUND

Access to capital is a key need for growing businesses. EFEA collaborates with key lending institutions to help EFEA cohorts navigate the funding life cycle to continue to financially grow their businesses.



## CELEBRATE

We encourage our EFEA graduates to share news about their companies. With social media, our website, the EFEA newsletter, relationships with the press, and strategic partnerships we highlight and celebrate their success.

## Lenders and Resource Partners 2016



CHARLES COUNTY, MARYLAND  
CLOSE TO THE CAPITAL. FAR FROM ORDINARY.





T. Bryan Harrison, VP, M&T Bank

Betty Tayman, VP, M&T Bank

*“Was this event of value to you and why?”* **Bryan:** “This is our second year doing this. Last year we had actually worked with a couple of prospects to get them funding, get their businesses the money. This year again was another good year we had some really good prospects some folks that were well prepared come in and talk to bankers and to get money and to help their business out. So we’re hoping to again work with some of the businesses that were here to help them make their dreams come true.”

**Aaron Fenwick,  
Community Bank of the Chesapeake**

*“On a scale of 1-10 how would you rate today’s event and why?”* **Aaron:** “I would rate it at a 7 or 8. I think it was a great exercise for the business owners, also good in terms of getting our information out to them. *“Were the small businesses that you met prepared with the information that your bank is looking for when making loans?”* **Aaron:** “I’d say

probably about 50-50. I had some folks that were more highly prepared, I had some folks that still have little bit of work to do.”

*“Would you recommend other lenders attend this event next year?”*

**Aaron:** “Sure, I think it’s a great opportunity to get in front of folks who could potentially have a great business and opportunities. I also think it’s a great way to give back to the community and allow them to see what a bank is looking for.” *“Will you join us next year?”*

**Aaron:** “Absolutely.”



**Kurtis Miller, Sales Manager;  
Dario Rodriguez, Sr. Financial Analyst;  
World Business Lenders**

**Kurtis:** "I would rate it a 10 today, and the reason why is because we got to meet a lot of people that are looking for a potential loan. We had great conversations. We were also able to network with the people here so we will be able to exchange a lot of information that will help us all grow."



**Dario:** "I also agree with a 10, in particular for the speed dating aspect of the conference. I think it's wonderful, it's a great way to touch base with somebody, exchange information, and it guarantees almost a follow up afterwards." "*Do you have any follow up appointments with small businesses?*" **Kurtis and Dario:** "Yes we do and Absolutely, absolutely – many to work on today." "*Would you recommend other lenders attend this event next year?*" **Kurtis:** "Definitely because I think it's a great way to network among lenders. I think the lenders' conference we have at the beginning is excellent. I also think that the people that participate and come here are serious about their business and wanting to grow it."



**Anthony Williams, VP, MMG;  
Alex Agwuna, VP MMG**

Anthony: "Yes we would recommend that other lenders attend because there is a good share of information, a good networking event, and most importantly the number of potential entrepreneurial clients that can be met during this event is greater than any other event that we have participated in." Alex: "Also an opportunity for the businesses to show up."

## George Hockaday-Bey: G-11 Enterprises

*“On a scale of 1-10 how would you rate today’s event and why?”* **George:** “Ten, I got a lot of good information about lending products and opportunities today.” *“Do you have any follow-up appointments with lenders?”* **George:** “Yeah, I’m going to talk to a couple banks.” *“Would you recommend other businesses attend next year and why?”*



**George:** “Yeah, it’s great for new businesses and start-ups that need money for business, so it’s great for that.”



## Rebecca Ali: Owner, High Tide Games

*“On a scale of 1-10 how would you rate today’s event and why?”* **Rebecca Ali:** “I would give it around a 6. I think it was a lot of information but it was a little quick.” *“Would you recommend other businesses attend next year and why?”* **Rebecca:** “Yes if they are in need of financing.”



**Dr. Shannon Howard and Dr. Andrea Williams: Create Your Life LLC**  
**Dr. Howard:** "I would not have missed this for anything. We met some very interesting people. We have some follow up appointments. So it was perfect."

## **Samia and Chris Bingham: Business Solutions Café**

*"On a scale of 1-10 how would you rate today's event?"*

**Samia:** "I would give this event a 20! Ten doesn't even satisfy the awesomeness of the event. Very enlightening. The lenders had so much information for us. The investors had so much information for us. And it was an awesome event. We really thank you for inviting us out here today."



## **Cavan Slaughter, Owner, CDZSlaughter LLC**

[Investment Marketplace 2016] " was extremely valuable to me. I was able to talk to countless investors and got lots of valuable information about what I need to do to progress my business. I will be attending next year.