



The RUNWAY Friends & Family Loan Program

FRIENDS AND FAMILY FUNDING

RUNWAY provides Black, Indigenous, and People of Color (BIPOC) entrepreneurs with early-stage “We believe in you” funding and holistic business support in order to bridge the racial wealth gap for African-Americans and their local communities. We provide affordable, patient, “friends and family” style funding, weekly coaching and a thriving community of support consisting of other entrepreneurs or color in the portfolio.

Did you know that on average, friends & family invest \$60 Billion a year into early-stage businesses?

Most businesses need an average of \$30,000 in capital just to get started. Friends and Family capital is typically more flexible and is not tied to your credit score, rather, it is based on the level of preparation and strength of relationship. These informal networks often include other non-financial resources such as business advising, referrals and support systems. For many communities, racial wealth inequality is the leading factor why many great ideas don't leave the napkin.

All RUNWAY entrepreneurs are instantly welcomed into the RUNWAY family where you'll enjoy:

- Flexible & Friendly capital for early stage and growing businesses
- A tight-knit network of peer Black businesses in the Bay Area and Boston
- Weekly one-on-one business advising
- Bimonthly peer business coaching
- Access to expansive funding & resource networks

Since 2018, RUNWAY has invested in businesses ranging from natural hair and beauty products to vegan and plant-based food & beverage makers and service businesses such branding, investment and consulting services. These businesses have expanded and gone on to raise additional capital.

At RUNWAY, we believe in you and your success.



“RUNWAY has our back. I have never felt more taken care of as a business owner. It is more than support, it is love in action.”

*- Ivellisse,
Founder of Bombilla*



(EDITED) IMAGE COURTESY NATIONAL PARK SERVICE, MAGGIE L. WALKER NATIONAL HISTORIC SITE.

Entrepreneur Eligibility Criteria

- We prioritize African-American Entrepreneurs from all industries. With select partners, we also extend capital to other entrepreneurs of color.
- Your business has launched and demonstrates a pattern of growing sales/revenue
- Completion of a local business incubator or training program
- Must have a 3-year business plan and financial projections
- No credit score requirement

Our flexible, friendly and supportive financing is The RUNWAY Difference:

- \$2,500 - \$20,000 loans
- 3-5 year loan terms
- 4% annual interest rate
- 18-24 months of interest-only period

WHO WE ARE

RUNWAY is a financial innovation firm committed to dismantling systemic barriers and reimagining financial policies and practices--all in the name of Black liberation. Our mission is to advance resiliency for Black businesses and the communities they serve by building emergent financial practices and infrastructure that close the racial wealth gap for good.

WHAT WE DO & WHO WE SERVE

We are where restorative capital meets community. We help Black entrepreneurs build Black wealth through early-stage funding, holistic business support and innovative financial products and partnerships.

Maggie L. Walker was the first Black woman to charter a bank and serve as its president in the U.S. A businesswoman and visionary, during the early 1900s, she chartered the St. Luke Penny Savings Bank. For many generations to come, her bank served purposely marginalized individuals of Richmond, VA. Her early pioneering and ability to reimagine Black wealth vividly captures the spirit of RUNWAY's futurist reimagining - a financial system that loves Black people.



"I used RUNWAY funds to re-stock with my black-owned supplier and to move my order fulfillment to a black-owned facility. This capital has a ripple effect, that is helping more than just one Black Owned Business!"

*- Stevonne Ratliff,
Founder of Beija Flor*

Interested in learning more?
Follow the link below to get in touch with us.

SCAN ME!

