DEFINE PROBLEM/PROBLEM UNDERSTANDING

SOCIAL OR BUSINESS IMPACT

Social impact:

* A social impact loan provides growth capital to ventures that are delivering financially and operationally sustainable solutions to social or environmental challenges.
* Personal loans can stimulate economic growth by providing individuals with the funds they need to make major purchases, start businesses, or invest in their education.

Business impact:

* Personal loan providers may charge fees for services such as loan origination, processing, and late payments, Advertising the brand awareness and marketing to reach out to potential borrowers to generate revenue.