

DSE Loan Inquiry

Submission Date	2017-11-17 17:36:25
Which organization told you about Kiva's Direct to Social Enterprise lending program?	Crowdfund Better
Name of the person who referred you to Kiva's DSE program	Kathleen Minogue
What is their email?	kathleen@crowdfundbetter.com
Social Enterprise Name	The Honest Bison, Inc.
What is your Social Enterprise's mission statement?	We promise that The Honest Bison will always deliver meat that is of the highest quality—100% grassfed, humanely and sustainably raised.
In which country/countries do you have operations?	United States
In which country/countries are you legally incorporated?	United States
Primary contact at your organization	Sean Lenihan
Your Company Email	sean.m.lenihan@thehonestbison.com
Phone Number	13104475527
Website	https://thehonestbison.com/
LinkedIn	https://www.linkedin.com/company/3041465/
Check the area(s) that best characterizes your work	Agricultural Products and Services Distribution and Retail Food and Beverages Livestock and Poultry
Are you affiliated with any of the following organizations?	Village Capital
Please elaborate on your affiliation with the above organizations	I was chosen to participate in and successfully completed the Agriculture 2016 Accelerator. http://vilcap.com/program/agriculture-us-2016/
Have you received any awards or notable press? (if so, please list/link below)	NY Times, Rabobank FoodBytes SF 2017, Food Loves Tech 2017, Civil Eats, Men's Health, Savory Institute, Taste of Paleo, Paleo Certified, Whole30 Approved, Playboy Magazine
Currency of financials	USD

What are your current total assets?	73,423
What is your total sales revenue for the last 12 months?	\$123,529
Do donations or grants fund the majority of your expenses?	No
If not donation or grant based, how would you describe your organization?	Revenue generating
Please breakdown and explain how you will budget the loan.	<p>\$50,000 loan:</p> <ul style="list-style-type: none"> - \$10k for marketing assets - photography - website upgrades - \$20k for media buy (advertising) - targeted multi-month campaign - facebook, instagram, google advertising - expansion of email marketing campaigns - \$20k for inventory - slaughter and processing - bison, elk and venison
How exactly will this loan help you generate sales revenue?	This loan is highly focused on driving sales of new, more profitable food products to both new and repeat customers. We have rebuilt our supply chain over the last year and increased the gross margins per customer. We have also identified new meats that our customers will buy. With a portion of the loan invested in inventory along with the advertising to increase awareness and conversion, we can grow the profitability of our company.
How will you pay back this loan?	We would like to request a 6 month grace period and payback the loan in 6 equal installments of \$8,333.33. This works well for the time it takes for the inventory to come online and sales are delivered.
Loan Size (Minimum USD 10,000. Maximum USD 50,000)	50000.00
Loan Maturity (Minimum 3 months. Maximum 12 months)	12
Grace Period (up to 6 months)	6
Repayment frequency and schedule	monthly following the 6 month grace period
Please explain why you need that amount of grace period?	The grace period allows us to build the marketing and advertising assets, slaughter and package the meat, and buy the advertising.

Is your organization able to qualify for an unsecured loan (from a bank or other entities)?

Yes

What annualized interest rate would your organization pay for an unsecured loan in USD? In your functional local currency?

	Amount	Interest Rate	Name of Financing Institution
USD	50000	18	BlueVine
Local Currency			