



Small Scale Business Survival Guide



Name: Jahaan Nadkarni
Department : SSE
Level : Graduate

Guide : Prof. Khasha Dehnad



Introduction.....	9
1. Impact to Economy due to Pandemic.....	10
2. Impact on Small Business due to Pandemic.....	11
3. Resources Available for Small Scale Business.....	13
A. Federal Government Grants & Aids.....	13
i. Paycheck Protection Program Loan (PPP).....	15
a) What is a PPP Loan & up to how much can one Borrow?.....	15
b) Who can apply PPP Loan?.....	16
c) How can one Apply for PPP Loan?.....	17
d) Who is a Lender?.....	18
e) Document Checklist.....	19
f) How to Calculate the Maximum Amount that one can Borrow.....	20
g) Example to Calculate.....	21
h) What Qualifies as “Payroll Cost”.....	22
i) Things That is Expressly Excluded from The Definition of Payroll Cost.....	23
j) Interest Rate on a PPP Loan.....	24
k) The Maturity Date on a PPP Loan.....	25
l) Loan Forgiveness.....	26
m) Loan forgiven in Whole or Part.....	27
n) How many PPP Loans can one Apply and Receive?.....	28
o) When to Begin Paying Principal and Interest on PPP Loan.....	29
p) How can PPP loans be Used?	30
q) What Happens if PPP Loan Funds are Misused.....	32
r) Certification Need to be Made.....	33



ii.	Economic Injury Disaster Loan (EIDL).....	37
a)	What is Economy Injury Disaster Loans (EIDL) & up to how much can one Borrow.....	37
b)	Emergency EIDL Grants and Advances.....	38
c)	Who can Apply?	39
d)	How can One Apply.....	40
e)	Documents Required.....	41
f)	What are the Criteria for a loan Approval?	42
g)	Can one Apply for Both EIDL & PPP Loan?	43
iii.	Small Business Administration (SBA) Express Bridge Loans.....	44
a)	What is SBA & up to how much can one Borrow.	44
b)	Eligible Business, interest rates and fees.....	45
c)	Terms and Conditions.....	46
d)	What are the Criteria for a loan Approval.....	47
e)	Application Form Required.....	48
iv.	SBA Export Loan.....	50
a)	What is SBA Export Loan & up to how much can one Borrow.....	50
b)	Different Export Loans.....	51
1.	SBA Export Express Loan.....	51
2.	Export Working Capital Program (EWCP)	51
3.	SBA International Trade Loan Program (ITLP)	52



c)	Who can Apply.....	53
d)	Criteria for a loan Approval.....	54
f)	How Can Export Loans Be Used.....	56
g)	How do one Apply.....	57
v.	Community Advantage (CA).....	62
a)	What is CA Loan & up to how much can one Borrow.....	62
b)	Loan Size and Terms.....	63
c)	What Do You Need to Apply.....	64
d)	How to Find Community Advantage Lenders.....	65
vi.	Microloan Program Loan.....	67
a)	What is Microloan Program Loan & up to how much can one Borrow.....	67
b)	Eligibility Requirements and Use of Microloan	67
c)	Repayment Terms, Interest Rates, and Fees.....	68
d)	Application Process.....	69
vii.	504 Loan Program.....	70
a)	What is Microloan Program Loan & up to how much can one Borrow.....	70
b)	Repayment Terms, Interest Rates, and Fees.....	70
c)	Application link.....	70



viii. Small Business Debt Relief Program.....	71
a) What is Small Business Debt Relief Program	71
b) What is provided for under the Debt Relief Program?	72
c) Who is eligible for this program?.....	72
d) How do I get Debt Relief?	73
e) Does this program apply to PPP Loans and EIDL Loans?	74
B. State Government Policy of New Jersey.....	75
Different Types of Grants	
i. Small Business Emergency Assistance Grant Program.....	75
ii. Small Business Emergency Assistance Loan Program	75
iii. Community Development Finance Institution (CDFI) Emergency Loan Loss Reserve Fund	75
iv. CDFI Emergency Assistance Grant Program	75
v. NJ Entrepreneur Support Program	76
vi. Small Business Emergency Assistance Guarantee Program	77
vii. Emergency Technical Assistance Program	77
C. State Government of New York.....	78
i. New York City – Business Solutions Center.....	78

D. Private Sector Funds.....	79
i. The Red Backpack Fund.....	79
ii. Micro-Business Bridge Loan – JFCS’s Navigate Enterprise Center.....	79
iii. Open Road Alliance Grants & Loans.....	80
iv. Macon 30 Day Fund.....	85
v. The Opportunity Fund.....	85
vi. LiftFund Disaster Relief 2020 Loan Program.....	86
vii. Save Small Business – U.S. Chamber of Commerce Foundation.....	87
viii. Services for Small Businesses – Mailchimp.....	87
ix. Emergency Response Grants – Zilber Foundation.....	88
x. Small Business Grants – Bumble.....	88
xi. Non Profit Grants – Act Now COVID-19 Grants.....	89
xii. 0% Interest Small Business Loans –Kiva.....	90
xiii. Loans for Women-Owned Businesses in NYC –Kiva.....	90
xiv. Emergency Relief Funding for Small Businesses – Survive & Thrive COS.....	91
xv. COVID-19 Nonprofit Support Grant Program – The Greater Salina Community Foundation.....	91
xvi. KC COVID-19 Small Business Relief Loan Fund – AltCap.....	92
xvii. COVID-19 Pandemic Response Loans for Individuals and Small Businesses Affected by the Shutdown– Lhome....	92



E. Big Business Supporting Samll Business.....	93
i. Neighborhood Small Business Relief Fund – Amazon.....	93
ii. Business Resource Hub – Facebook.....	94
iii. Bartender Emergency Assistance Program – USBG National Charity Foundation.....	95
iv. Waiver of delivery fees for independent restaurants – UberEats.....	96
v. Zapier Small Business Assistance Program – Zapier.....	97
vi. Payment relief assistance – Truist Banks.....	98
4. Potential Markets for Business.....	99
A. Entertainment Sector.....	99
B. News Industries.....	100
C. Social Media.....	103
D. Delivery Services.....	105
i. Grocery Delivery Serives.....	105
ii. Mail & Delivery Services.....	106
iii. Food Delivery Services.....	107
E. Remote Applications.....	108
F. Remote Fitness	109
G. Online Gambling Industry.....	110
H. Dating Industry.....	111
I. E-Learning.....	112
i. Online Course.....	112
ii. Online Course for Kids.....	113
J. E-Commerce.....	114



5.	Possible Solution's During Pandemic.....	115
A.	Customer Behavior	115
B.	Trend of Customer Shopping	116
C.	Short Term Solution.....	117
i.	Multiple Business Policy.....	117
ii.	Change of Production Field.....	119
a)	Production of Hand Sanitizer.....	120
b)	Production of Soap.....	121
c)	Production of Gloves.....	122
d)	Supply Chain Management of Rubber, Vinyl, Polyethylene.....	123
e)	Production of Personal Protection Equipment (PPE)	124
f)	Production of Beds.....	125
g)	Production of Syringes.....	126
h)	Production of Vial & Rubber Stopper.....	127
D.	Long Term Solution.....	128
i.	Research and Development	128
ii.	Business Digitalization.....	131
iii.	Use of Digital Market.....	133
iv.	See Your Sheff.....	135
v.	Change of Food Production.....	137
6.	Road MAP.....	141
7.	Conclusion.....	143
8.	References.....	144



INTRODUCTION

- A pandemic is the worldwide spread of a new disease.
- An influenza pandemic occurs when a new virus emerges and spreads around the world, and most people do not have immunity. Viruses that have caused past pandemics typically originated from animal viruses.
- Some aspects of influenza pandemics can appear similar to seasonal influenza while other characteristics may be quite different.
- For example, both seasonal and pandemic influenza can cause infections in all age groups, and most cases will result in self-limited illness in which the person recovers fully without treatment.
- However, typical seasonal influenza causes most of its deaths among the elderly while other severe cases occur most commonly in people with a variety of medical conditions.
- Pandemics are both a standalone business risk and an amplifier of existing trends and vulnerabilities.

1. Impacts to Economy Due to Pandemic

- A slowdown in industrial production
- The domestic consumer market and service sector were most hit because of the high input of workforce in these sections
- Self-quarantine, cancel public events, and prohibit crowd gatherings led to a decrease in the sale of items of the local businesses, which in turn led to a downward spiral of the MSMEs
- Travel/tourism, hospitality, entertainment, and the financial industry suffered the most during this period.
- And as we know the USA economy is governed Finance, Film Industry and Manufacturing this caused a very bad start to the years economy.
- Largely due to the shutdown of China, the US economy is facing a lot of problems because Chinese production of materials is helping build companies back in USA.
- Due to the closure of the Production Houses in the China, Import and Export is shut. Huge losses in Lead time of the finishing of the products has caused havoc in the Manufacturing industries





2. Impacts on small businesses due to Pandemic

Small and medium-size businesses (SMBs) account for roughly 48 percent of the US economy and provide employment to about 60 million people in the United States.

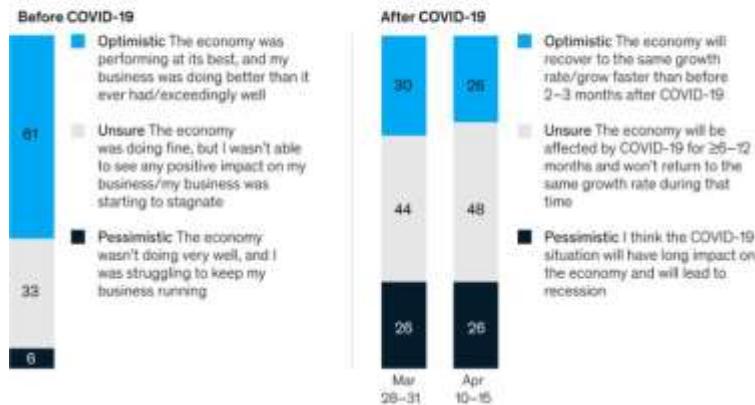
As the COVID-19 pandemic continues to cause human suffering on a global scale, an increasing number of US SMBs fear that the economic impact will also lead to a reduction in revenues and are uncertain about the future.

Sustained impact from the COVID-19 pandemic has led to a continued decline in optimism for a rapid US economic recovery among SMBs.

Businesses with less than \$20 million in revenues and those that rely on retail foot traffic have been disproportionately affected.

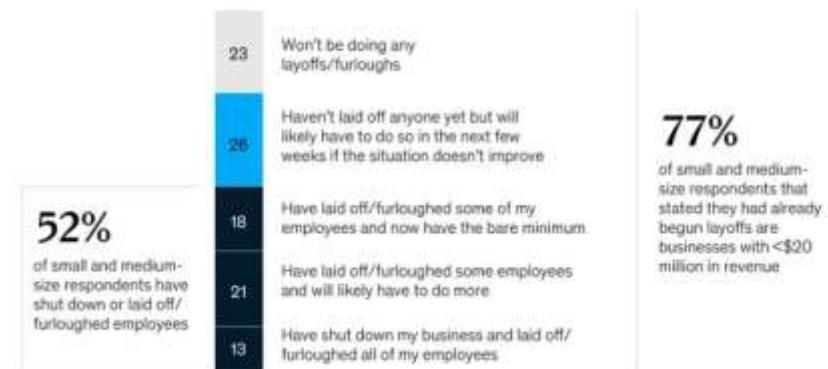
The optimism of US small and medium-size businesses has continued to decline significantly during the spread of COVID-19.

Confidence in US economic recovery after COVID-19, % of respondents¹



Fifty-two percent of US small and medium-size businesses, predominantly smaller businesses, say they have already laid off employees.

Near-term intent to lay off/furlough employees, % of respondents¹



The small business most affected are Restaurants, Accommodation & food services, Education services, Transport services, Art, Construction, Real estate, Finance & insurance, Real Trade.

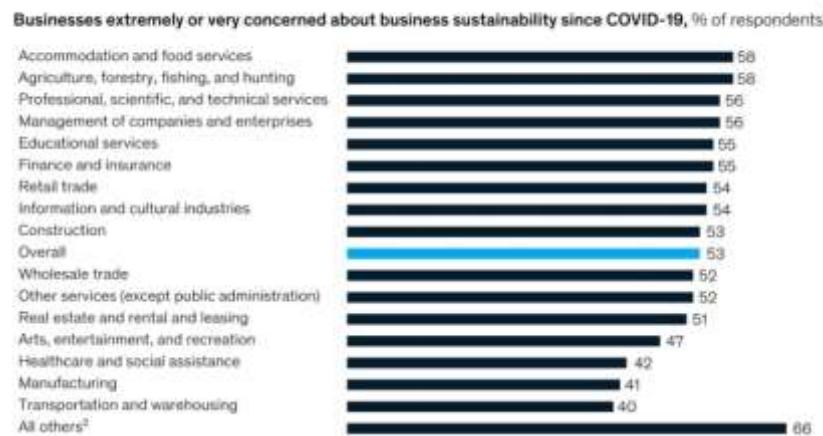
Many Small business are expecting to be affected for more than 1 year due to pandemic.

Around 55% of small business are expecting to be affected for up to a 1 year

Around 29% of small business are expecting to be affected for up to 3 year

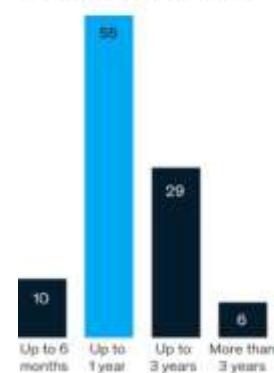
Around 6% of small business are expecting to be affected for more then 3 year

Most small and medium-size US businesses are concerned about their sustainability—some more than others.



Fifty-five percent of US small and medium-size businesses expect the economic impact of COVID-19 to last six months to a year.

Length of economic impact of COVID-19,¹ % of respondents



Financial situation of small and medium-size businesses

In the past month²
Business has gotten better:



~13%
Business has gotten worse



~65%
percentage point change from April 1

In the next 3 months²
Business will get better:



~23%
Business will get worse

In the next 3 months²
Business will get worse:



~51%



3. Resources Available for Small Scale Business

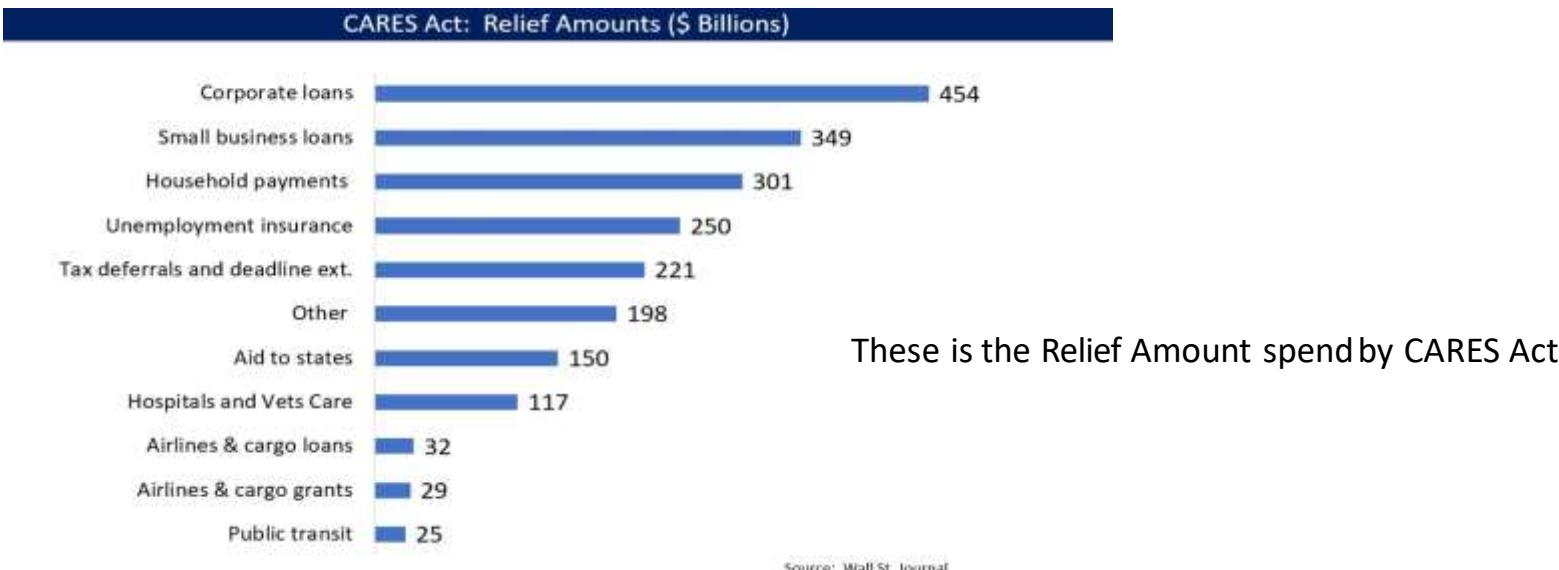
A. Government Grants & Aids

The **Coronavirus Aid, Relief, and Economic Security Act** ([H.R. 748](#)), also known as the **CARES Act**, is a law meant to address the Economy Fallout of the 2020 Coronavirus pandemic in the United State.

The original bill proposal included

- \$500 billion in direct payments to Americans
- \$208 billion in loans to major industry
- \$300 billion in Small Business Administration Loans

As a result of bipartisan negotiations, the bill grew to **\$2 trillion** in the version unanimously passed by the Senate on March 25, 2020.





The bill is referred to by lawmakers as "**Phase 3**" of Congress's Coronavirus response.

The **first phase** "was an \$8.3 billion bill spurring coronavirus vaccine research and development" (the Coronavirus Preparedness and Response Supplemental Appropriations Act, 2020), which was signed into law on March 6, 2020.

The **second phase** was "an approximately \$104 billion package largely focused on paid sick leave and unemployment benefits for workers and families" (the Families First Coronavirus Response Act), which had been enacted March 18, 2020.



a. Paycheck Protection Program (PPP)

- The Paycheck Protection Program (PPP) provides loan to Small Business Administration(SBA) that helps businesses keep their workforce employed during the Coronavirus (COVID-19) crisis.
- The PPP is a loan designed to provide a direct incentive for small businesses to keep their workers on the payroll.
- PPP has a host of attractive features, such as forgiveness of up to 8 weeks of payroll based on employee retention and salary levels, no SBA fees, and at least six months of deferral with maximum deferrals of up to a year .
- Small businesses and other eligible entities will be able to apply if they were harmed by COVID-19 between February 15, 2020 and June 30, 2020. This program would be retroactive to February 15, 2020, in order to help bring workers who may have already been laid off back onto payrolls. Loans are available through June 30, 2020.



b. Who Can Apply PPP loan

Businesses and entities must have been in operation on February 15, 2020.

- Small business concerns, as well as any business concern, a 501(c)(3) nonprofit organization, a 501(c)(19) veterans organization, or Tribal business concern described in section 31(b)(2)(C) that has fewer than 500 employees, or the [applicable size standard \(\[https://www.sba.gov/sites/default/files/2019-08/SBA%20Table%20of%20Size%20Standards_Effective%20Aug%2019%2C%202019.pdf\]\(https://www.sba.gov/sites/default/files/2019-08/SBA%20Table%20of%20Size%20Standards_Effective%20Aug%2019%2C%202019.pdf\)\)](https://www.sba.gov/sites/default/files/2019-08/SBA%20Table%20of%20Size%20Standards_Effective%20Aug%2019%2C%202019.pdf) in number of employees for the North American Industry Classification System (NAICS) industry as provided by SBA, if higher.
- Individuals who operate a sole proprietorship or as an independent contractor and eligible self-employed individuals.
- Any business concern that employs not more than 500 employees per physical location of the business concern and that is assigned a NAICS code beginning with 72, for which the affiliation rules are waived.
- Affiliation rules are also waived for any business concern operating as a franchise that is assigned a franchise identifier code by the Administration, and company that receives funding through a Small Business Investment Company.



c. How can one Apply for PPP Loans

You can apply for a PPP loan through any:

- Existing SBA 7(a) lender
- Federally insured depository institution (e.g., bank)
- Federally insured credit union
- Participating Farm Credit System institution
- Regulated lender that has been approved and is enrolled in the program

[The Application Form Link for for PPP loan https://www.sba.gov/document/sba-form-2483-paycheck-protection-program-borrower-application-form](https://www.sba.gov/document/sba-form-2483-paycheck-protection-program-borrower-application-form)



d. Who is a Lender

A lender is one who is approved by the SBA for Providing PPP Loans.

[The list of lender participation https://www.sba.gov/document/support-paycheck-protection-program-participating-lenders](https://www.sba.gov/document/support-paycheck-protection-program-participating-lenders)

Some of the popular names from the list Ameris Bank, Atlantic Capital Bank, Bank of America, 21st Century Bank., America First FCU

Fintech lenders

For the very first time, the SBA and the Treasury have allowed non-traditional banks to participate in lending.

[PayPal](#) has been actively accepting applications

[Square](#) is preparing to launch its application to current Square clients

[Quickbooks Capital](#) is preparing to launch its application to current clients



e. Document Checklist

1. Basic information about your business and how to contact you
2. Average monthly payroll costs
3. Details of full-time employees and their payroll costs
4. 2019 Tax Forms (all four quarters of 2019, and Q1 '20 if available)
5. Proof of mortgage or rent, mortgage interest, and utility expenses
6. Articles of Incorporation / Organization (must have the established date)
7. Verification of all owners of over 20%, as documented by: 2018, 2019 Schedule K-1s, 2019 Form 1065
8. Copies of a government-issued ID for all individuals owning 20% or more of the business
9. Email addresses for all individuals owning 20% or more of the business
10. Proof of Active and Good Standing status of the business
11. Completed form
12. Electronic funds transfer information

Please click the link for detail Explanation :<https://fundbox.com/blog/ppp-loan-checklist/>



f. How to Calculate The Maximum Amount that one can Borrow

Under the PPP, the maximum loan amount is the lesser of \$10 million or an amount that you will calculate using a payroll-based formula specified in the Act, as explained below

The following methodology, which is one of the methodologies contained in the Act, will be most useful for many applicants.

- i. Step 1:** Aggregate payroll costs from the last twelve months for employees whose principal place of residence is the United States.
- ii. Step 2:** Subtract any compensation paid to an employee in excess of an annual salary of \$100,000 and/or any amounts paid to an independent contractor or sole proprietor in excess of \$100,000 per year.
- iii. Step 3:** Calculate average monthly payroll costs (divide the amount from Step 2 by 12).
- iv. Step 4:** Multiply the average monthly payroll costs from Step 3 by 2.5.
- v. Step 5:** Add the outstanding amount of an Economic Injury Disaster Loan (EIDL) made between January 31, 2020 and April 3, 2020, less the amount of any “advance” under an EIDL COVID-19 loan (because it does not have to be repaid).



g. Example for Calculation

The examples below illustrate this methodology.

Example 1—No employees make more than \$100,000

Annual payroll: \$120,000

Average monthly payroll: \$10,000

Multiply by 2.5 = \$25,000

Maximum loan amount is \$25,000

ii. Example 2—No employees make more than \$100,000, outstanding EIDL loan of \$10,000.

Annual payroll: \$120,000

Average monthly payroll: \$10,000

Multiply by 2.5 = \$25,000

Add EIDL loan of \$10,000 = \$35,000

Maximum loan amount is \$35,000



h. WHAT QUALIFIES AS “PAYROLL COSTS?”

Payroll costs consist of

- Compensation to employees (whose principal place of residence is the United States) in the form of salary, wages, commissions, or similar compensation;
- Cash tips or the equivalent (based on employer records of past tips or, in the absence of such records, a reasonable, good-faith employer estimate of such tips);
- Payment for vacation, parental, family, medical, or sick leave;
- Allowance for separation or dismissal; payment for the provision of employee benefits consisting of group health care coverage, including insurance premiums, and retirement;
- Payment of state and local taxes assessed on compensation of employees;
- And for an independent contractor or sole proprietor, wages, commissions, income, or net earnings from self-employment, or similar compensation.



i. THINGS THAT IS EXPRESSLY EXCLUDED FROM THE DEFINITION OF PAYROLL COSTS

The Act expressly excludes the following:

- i. Any compensation of an employee whose principal place of residence is outside of the United States;
- ii. The compensation of an individual employee in excess of an annual salary of \$100,000, prorated as necessary;
- iii. Federal employment taxes imposed or withheld between February 15, 2020 and June 30, 2020, including the employee's and employer's share of FICA (Federal Insurance Contributions Act) and Railroad Retirement Act taxes, and income taxes required to be withheld from employees; and
- iv. Qualified sick and family leave wages for which a credit is allowed under sections 7001 and 7003 of the Families First Coronavirus Response Act ([Pub. L. 116-127](#)).



j. THE INTEREST RATE ON A PPPLOAN

- The interest rate will be 100 basis points or one percent.
- The Administrator, in consultation with the Secretary, determined that a one percent interest rate is appropriate.
- First, it provides low cost funds to borrowers to meet eligible payroll costs and other eligible expenses during this temporary period of economic dislocation caused by the coronavirus.
- Second, for lenders, the 100 basis points offers an attractive interest rate relative to the cost of funding for comparable maturities. For example, the FDIC's weekly national average rate for a 24-month CD deposit product for the week of March 30, 2020 is 42 basis points for non-jumbo and 44 basis points for jumbo (<https://www.fdic.gov/regulations/resources/rates/>).
- Third, the interest rate is higher than the yield on Treasury securities of comparable maturity. For example, the yield on the Treasury two-year note is approximately 23 basis points.
- This higher yield combined with the fact that the loans are 100 percent guaranteed by the SBA and the fact that lenders will receive a substantial processing fee from the SBA provide ample inducement for lenders to participate in the PPP.



k. THE MATURITY DATE ON A PPP LOAN

- The maturity is two years.
- While the Act provides that a loan will have a maximum maturity of up to ten years from the date the borrower applies for loan forgiveness (described in next slide),
- the Administrator, in consultation with the Secretary, determined that a two-year loan term is sufficient in light of the temporary economic dislocations caused by the coronavirus.
- Specifically, the considerable economic disruption caused by the coronavirus is expected to abate well before the two-year maturity date such that borrowers will be able to re-commence business operations and pay off any outstanding balances on their PPP loans.



1. Loan Forgiveness

The loan will be fully forgiven if the funds are used for payroll costs, interest on mortgages, rent, and utilities (due to likely high subscription, at least 75% of the forgiven amount must have been used for payroll).

Loan payments will also be deferred for six months. No collateral or personal guarantees are required. Neither the government nor lenders will charge small businesses any fees.

Forgiveness is based on the employer maintaining or quickly rehiring employees and maintaining salary levels. Forgiveness will be reduced if full-time headcount declines, or if salaries and wages decrease.



m. LOAN BE FORGIVEN IN WHOLE OR IN PART

The amount of loan forgiveness can be up to the full principal amount of the loan and any accrued interest. That is, the borrower will not be responsible for any loan payment if the borrower uses all of the loan proceeds for forgivable purposes described below and employee and compensation levels are maintained.

The actual amount of loan forgiveness will depend, in part, on the total amount of payroll costs, payments of interest on mortgage obligations incurred before February 15, 2020, rent payments on leases dated before February 15, 2020, and utility payments under service agreements dated before February 15, 2020, over the eight-week period following the date of the loan.

However, not more than 25 percent of the loan forgiveness amount may be attributable to non-payroll costs. While the Act provides that borrowers are eligible for forgiveness in an amount equal to the sum of payroll costs and any payments of mortgage interest, rent, and utilities, the Administrator has determined that the non-payroll portion of the forgivable loan amount should be limited to effectuate the core purpose of the statute and ensure finite program resources are devoted primarily to payroll.

The Administrator has determined in consultation with the Secretary that 75 percent is an appropriate percentage in light of the Act's overarching focus on keeping workers paid and employed.

Further, the Administrator and the Secretary believe that applying this threshold to loan forgiveness is consistent with the structure of the Act, which provides a loan amount 75 percent of which is equivalent to eight weeks of payroll (8 weeks/2.5 months = 56 days/76 days = 74 percent rounded up to 75 percent).

Limiting non-payroll costs to 25 percent of the forgiveness amount will align these elements of the program, and will also help to ensure that the finite appropriations available for PPP loan forgiveness are directed toward payroll protection. SBA will issue additional guidance on loan forgiveness.



n. How many PPP Loans can one Apply and Receive

One can apply a PPP Loan through several different Lenders but can only receive the loan once.

The Administrator, in consultation with the Secretary, determined that no eligible borrower may receive more than one PPP loan.

This means that if you apply for a PPP loan you should consider applying for the maximum amount.

While the Act does not expressly provide that each eligible borrower may only receive one PPP loan, the Administrator has determined, in consultation with the Secretary, that because all PPP loans must be made on or before June 30, 2020, a one loan per borrower limitation is necessary to help ensure that as many eligible borrowers as possible may obtain a PPP loan.

This limitation will also help advance Congress' goal of keeping workers paid and employed across the United States.



o. WHEN TO BEGIN PAYING PRINCIPAL AND INTEREST ON PPP LOAN

You will not have to make any payments for six months following the date of disbursement of the loan.

However, interest will continue to accrue on PPP loans during this six-month deferment. The Act authorizes the Administrator to defer loan payments for up to one year.

The Administrator determined, in consultation with the Secretary, that a six-month deferment period is appropriate in light of the modest interest rate (one percent) on PPP loans and the loan forgiveness provisions contained in the Act.



p. HOW CAN PPP LOANS BE USED

The proceeds of a PPP loan are to be used for:

- i. payroll costs (as defined in the Act and in 2.f.);
- ii. costs related to the continuation of group health care benefits during periods of paid sick, medical, or family leave, and insurance premiums;
- iii. mortgage interest payments (but not mortgage prepayments or principal payments);
- iv. rent payments;
- v. utility payments;
- vi. interest payments on any other debt obligations that were incurred before February 15, 2020; and/or
- vii.refinancing an SBA EIDL loan made between January 31, 2020 and April 3, 2020. If you received an SBA EIDL loan from January 31, 2020 through April 3, 2020, you can apply for a PPP loan. If your EIDL loan was not used for payroll costs, it does not affect your eligibility for a PPP loan. If your EIDL loan was used for payroll costs, your PPP loan must be used to refinance your EIDL loan. Proceeds from any advance up to \$10,000 on the EIDL loan will be deducted from the loan forgiveness amount on the PPP loan.



However, at least 75 percent of the PPP loan proceeds shall be used for payroll costs.

For purposes of determining the percentage of use of proceeds for payroll costs, the amount of any EIDL refinanced will be included. For purposes of loan forgiveness, however, the borrower will have to document the proceeds used for payroll costs in order to determine the amount of forgiveness.

While the Act provides that PPP loan proceeds may be used for the purposes listed above and for other allowable uses described in section 7(a) of the Small Business Act ([15 U.S.C. 636\(a\)](#)), the Administrator believes that finite appropriations and the structure of the Act warrant a requirement that borrowers use a substantial portion of the loan proceeds for payroll costs, consistent with Congress' overarching goal of keeping workers paid and employed.

As with the similar limitation on the forgiveness amount explained earlier, the Administrator, in consultation with the Secretary, has determined that 75 percent is an appropriate percentage that will align this element of the program with the loan amount, 75 percent of which is equivalent to eight weeks of payroll.

This limitation on use of the loan funds will help to ensure that the finite appropriations available for these loans are directed toward payroll protection, as each loan that is issued depletes the appropriation, regardless of whether portions of the loan are later forgiven.



q. WHAT HAPPENS IF PPP LOAN FUNDS ARE MISUSED?

- If you use PPP funds for unauthorized purposes, SBA will direct you to repay those amounts.
- If you knowingly use the funds for unauthorized purposes, you will be subject to additional liability such as charges for fraud.
- If one of your shareholders, members, or partners uses PPP funds for unauthorized purposes, SBA will have recourse against the shareholder, member, or partner for the unauthorized use.



r. CERTIFICATIONS NEED TO BE MADE

On the Paycheck Protection Program application, an authorized representative of the applicant must certify in good faith to all of the below:

1. The applicant was in operation on February 15, 2020 and had employees for whom it paid salaries and payroll taxes or paid independent contractors, as reported on a Form 1099-MISC.
2. Current economic uncertainty makes this loan request necessary to support the ongoing operations of the applicant.
3. The funds will be used to retain workers and maintain payroll or make mortgage interest payments, lease payments, and utility payments; I understand that if the funds are knowingly used for unauthorized purposes, the Federal Government may hold me legally liable such as for charges of fraud. As explained above, not more than 25 percent of loan proceeds may be used for non-payroll costs.
4. Documentation verifying the number of full-time equivalent employees on payroll as well as the dollar amounts of payroll costs, covered mortgage interest payments, covered rent payments, and covered utilities for the eight week period following this loan will be provided to the lender.
5. Loan forgiveness will be provided for the sum of documented payroll costs, covered mortgage interest payments, covered rent payments, and covered utilities. As explained above, not more than 25 percent of the forgiven amount may be for non-payroll costs.
6. During the period beginning on February 15, 2020 and ending on December 31, 2020, the applicant has not and will not receive another loan under this program.



7.I further certify that the information provided in this application and the information provided in all supporting documents and forms is true and accurate in all material respects. I understand that knowingly making a false statement to obtain a guaranteed loan from SBA is punishable under the law, including under [18 U.S.C. 1001](#) and 3571 by imprisonment of not more than five years and/or a fine of up to \$250,000; under [15 U.S.C. 645](#) by imprisonment of not [more than two years and/or a fine of not more than \\$5,000; and, if submitted to a federally insured institution, under 18 U.S.C. 1014 by imprisonment of not more than thirty years and/or a fine of not more than \\$1,000,000.](#)

8.I acknowledge that the lender will confirm the eligible loan amount using tax documents I have submitted. I affirm that these tax documents are identical to those submitted to the Internal Revenue Service. I also understand, acknowledge, and agree that the Lender can share the tax information with SBA's authorized representatives, including authorized representatives of the SBA Office of Inspector General, for the purpose of compliance with SBA Loan Program Requirements and all SBA reviews.



Standard 7(a)

Maximum loan amount	\$5 million
Maximum SBA guarantee %	85% for loans up to \$150,000 and 75% for loans greater than \$150,000
Interest rate	Lenders and borrowers can negotiate the interest rate, but it may not exceed the SBA maximum
Eligibility decision	By the SBA. Qualified lenders may be granted delegated authority (PLP) to make eligibility determinations without SBA review.
Revolving lines of credit	Up to 10 years (Permitted only under CAPLines submission. See below)
SBA turnaround time	5-10 business days
Forms	SBA Form 1919 and SBA Form 1920 are required for every loan (other SBA Forms may be required)
Collateral	Lenders are not required to take collateral for loans up to \$25,000. For loans in excess of \$350,000, the SBA requires that the lender collateralize the loan to the maximum extent possible up to the loan amount. If business fixed assets do not "fully secure" the loan the lender may include trading assets (using 10% of current book value for the calculation), and must take available equity in the personal real estate (residential and investment) of the principals as collateral.
Credit decision	By the SBA. Qualified lenders may be granted delegated authority (PLP) to make credit decisions without SBA review.



7(a) Small Loan

Maximum loan amount	\$350,000
Maximum SBA guarantee %	85% for loans up to \$150,000 and 75% for loans greater than \$150,000
Interest rate	Lenders and borrowers can negotiate the interest rate, but it may not exceed the SBA maximum
Eligibility decision	By the SBA. Qualified lenders may be granted delegated authority (PLP) to make eligibility determinations without SBA review.
SBA turnaround time	5-10 business days
Forms	SBA Form 1919 and SBA Form 1920 are required for every loan (other SBA Forms may be required)
Collateral	Lenders are not required to take collateral for loans up to \$25,000. For loans over \$25,000, up to and including \$350,000, the lender must follow the collateral policies and procedures that it has established and implemented for its similarly-sized non-SBA-guaranteed commercial loans, but at a minimum the lender must take a first lien on assets financed with loan proceeds and lender must take a lien on all of the applicant's fixed assets including real estate. Lender is not required to take a lien against applicant's real estate when the equity is less than 25% of the fair market value. The lender may limit the lien taken against real estate to the loan amount.
Credit decision	By the SBA. Qualified lenders may be granted delegated authority (PLP) to make credit decisions without SBA review.



ii. Economic Injury Disaster Loan (EIDL)

- An EIDL is a loan of up to \$2 million with a maturity of up to 30 years that's designed to help carry businesses through tough times caused by a disaster, such as the COVID-19 pandemic.
- These funds are intended to cover payroll and other operating expenses that the business could have otherwise met in a non-disaster economy.
- Funds cannot be used for refinancing, making loan payments on other federal debts, to repair physical damages, to pay IRS tax penalties or to pay out dividends.
- While loan amounts may range up to \$2 million, specific loans depend upon the amount of economic injury that a business has suffered.
- This amount is determined by the SBA on a case-by-case basis after businesses apply. Recently, however, the SBA announced that due to the surge of applications, it is limiting disbursements to \$15,000 for two months.
- Interest rates on EIDLs can be as high as 3.75% for companies and 2.75% for nonprofits. Principal and interest payments of EIDLs can be deferred for up to one year. Typically, EIDLs are available to businesses and private nonprofits.



Emergency EIDL Grants and Advances

The new bill includes another \$10 billion for the SBA to provide businesses with quickly accessible advances of \$10,000.

Businesses that use these funds to help pay for paid leave, payroll, COVID-19 related costs and more will see the advance become a grant. Once this happens, the business will no longer need to pay back the advance they received.

In addition to the cap for initial disbursements, the SBA recently announced that the advance is limited to \$1,000 per employee, meaning you need at least 10 employees to receive the full \$10,000 advance. (Again, the SBA has yet to announce if the new round of funding will change this.)

Emergency EIDL grants are available within three days of submitting an application to the SBA.

Grants can be used by small businesses for a number of purposes. These include providing paid sick leave, payroll, meeting production costs, paying rent or mortgages on business spaces and anything else to help with the continuity of the business.

In order to be eligible, companies must have been in business by Jan. 31, 2020.

These grants are available to all businesses and organizations that are eligible for EIDLs.



b. Who Can Apply

Those eligible are the following with 500 or fewer employees:

- Sole proprietorships, with or without employees
- Independent contractors
- Cooperatives and employee owned businesses
- Tribal small businesses

Small business concerns and small agricultural cooperatives that meet the applicable size standard for SBA are also eligible, as well as most private non-profits of any size. See below for more info on size standards.

Kinds of small businesses that can apply

Including (but not limited to)

- Restaurants
- Retailers
- Hotels
- Manufacturers
- Owners of rental property
- Wholesalers
- Others (i.e. too many to list all of them here)



c. How can one apply

Once the program reopens, applying for an EIDL is quite straightforward.

You'll need to visit the [SBA website](#) first and note what type of business you're operating.

You then need to verify that you aren't disqualified for a loan based on the eligibility criteria above.

Following this, applicants must compile and enter basic information about their business, such as operating expenses, revenue, business names, contact information and employee information.

You'll then note whether you'd like to receive a grant, along with listing your bank account details.

The SBA typically takes 18 to 21 days to process the loan and then two to five days to disburse the funds.

Link : <https://covid19relief.sba.gov/#/>



d. Document Required

These items must be submitted for all applications

1. Loan application (SBA Form 5), completed and signed (this is electronic/online in the portal)
2. Tax Information Authorization (IRS Form 4506-T), completed and signed by each applicant, each principal owning 20 percent or more of the applicant business, each general partner or managing member; and, for any owner who has more than 50 percent ownership in an affiliate business. Affiliates include, but are not limited to, business parents, subsidiaries, and/or other businesses with common ownership or management
3. Complete copies, including all schedules, of the most recently filed Federal income tax returns for the applicant business; an explanation if not available
4. Personal Financial Statement (SBA Form 413) completed, signed, and dated by the applicant, each principal owning 20 percent or more of the applicant business, and each general partner or managing member
5. Schedule of Liabilities listing all fixed debts (SBA Form 2202 may be used)



e. What are the criteria for a loan approval?

- Credit History - acceptable to SBA
- Repayment - ability to repay the SBA loan
- Eligibility
- Located (physical presence) within the declared disaster area
- Have suffered, or are likely to suffer, substantial economic injury as a result of the disaster
- Must be an independently owned and operated business
- Do not have credit available elsewhere
- The size of the applicant alone (without affiliates) must not exceed the size standard for the industry in which the applicant is primarily engaged
- The size of the applicant combined with its affiliates must not exceed the size standard designated for either the primary industry of the applicant alone or the primary industry of the applicant and its affiliates, whichever is higher.



f. Can You apply for both PPP & EIDL LOAN

Whether you've already received an EIDL unrelated to COVID-19 or you receive a COVID19 related EIDL and/or Emergency Grant between January 31, 2020 and June 30, 2020, you may also apply for a PPP loan.

If you ultimately receive a PPP loan or refinance an EIDL into a PPP loan, any advance amount received under the Emergency Economic Injury Grant Program would be subtracted from the amount forgiven in the PPP.

However, you cannot use your EIDL for the same purpose as your PPP loan.

For example, if you use your EIDL to cover payroll for certain workers in April, you cannot use PPP for payroll for those same workers in April, although you could use it for payroll in March or for different workers in April.



iii. SBA Express Bridge Loans

Express Bridge Loan Pilot Program allows small businesses who currently have a business relationship with an SBA Express Lender to access up to \$25,000 quickly.

These loans can provide vital economic support to small businesses to help overcome the temporary loss of revenue they are experiencing and can be a term loans or used to bridge the gap while applying for a direct SBA Economic Injury Disaster loan.

If a small business has an urgent need for cash while waiting for decision and disbursement on an Economic Injury Disaster Loan, they may qualify for an SBA Express Disaster Bridge Loan.



b. Eligible Business, interest rates and fees

Any U.S.-based small business that can prove to be adversely affected by COVID-19 is eligible for an Express Bridge Loan. A small business is defined as having a maximum of \$750,000 to \$35.5 million in revenue or a maximum of 100 to 1,500 employees.

That being said, the business “size” limit in terms of revenue and employees is slightly different for each industry. You can check out your industry size limits.

The maximum allowable interest is **6.5% over the prime rate** (currently 4.25%). Interest rates can be fixed or variable.

The fees include:

Upfront guaranty fees: Not more than 2% of the guaranteed portion of a loan if the total amount of the loan (maximum of \$500)

Annual service fee: An annual service fee will be charged of no more than 0.55% of the outstanding balance of the guaranteed portion of each loan.

Application fee: the greater of 2% of loan amount or \$250

Late payment fee: not to exceed 5% of scheduled payment

No collateral is required.



c. Terms and Conditions

- The maximum allowable interest is 6.5% over the prime rate (currently 4.25%). Interest rates can be fixed or variable.
- The fees include:
Upfront guaranty fees: Not more than 2% of the guaranteed portion of a loan if the total amount of the loan (maximum of \$500)
- Annual service fee: An annual service fee will be charged of no more than 0.55% of the outstanding balance of the guaranteed portion of each loan.
- Application fee: the greater of 2% of loan amount or \$250
- Late payment fee: not to exceed 5% of scheduled payment
- No collateral is required.



d. What are the Criteria for a loan Approval

To qualify for the bridge loan, your business will be evaluated by your credit scores, tax transcript, and existing banking relationship.

SBSS score: Your Small Business Scoring Service Score will be calculated during the loan application. A combination of consumer credit bureau data, business bureau data, borrower financials, and application data will be used to generate a score. The minimum score is 130 but that may change over time.

Personal credit score: Required for each guarantor in the business.

IRS tax transcript or equivalent: The lender must submit a signed [IRS Form 4506-T](#) to the IRS and obtain an IRS tax transcript. A tax transcript summarizes your tax return info and includes your [adjusted gross income](#).

Existing banking relationship: Acceptable documentation may include a copy of a current bank statement or other official bank documents that reference the EBL applicant's business address.

Some red flags for the SBA

The SBA can't guarantee a loan for a small business with an "associate" who doesn't meet their "good character" requirement. That means if you, or your business partner, is incarcerated, on probation or parole, or is currently under criminal investigation, you might not be able to secure a express bridge loan.

The same applies if you currently have outstanding federal debt or prior loss (unless waived by the SBA for good cause).



e. Application Form Required

- All applicants must fill out a [Borrower Information Form](#)
- All applicants must fill out [SBA Form 1920, “Lender’s Application for Loan Guaranty.”](#)
- [If your EBL loan will be used for construction of more than \\$10,000, you and your contractor must fill out SBA Form 601, “Applicant’s Agreement of Compliance.”](#)
- [IRS Form 4506-T \(to obtain your IRS tax transcript\)](#)
- [If you answer “yes” to questions 18 or 19 on the Borrower Information Form, you’ll need to also fill out SBA Form 912, “Statement of Personal History.”](#)



Express Bridge

Maximum loan amount	\$25,000
SBA guarantee %	50%
Maximum maturity	7 years
Program expiration date	September 30, 2020



iv. SBA EXPORT LOANS

The SBA Export Express loan Program offers quick-approval loans to established businesses that want to start exporting or that need funds for export activities.

The Small Business Administration's streamlined application process results in approval or disapproval in 36 hours or less.

Export Express funds can be used for any activities that support export activities, like trade show participation.

Financing may take the form of a line of credit or term loan.

The SBA Guarantees 90% for Proceeds of up to \$350,000 and 75% for loans of up to \$500,000. The maximum loan amount is \$500,000.

Applicants have to go to their existing lenders to get funding through SBA Export Express.

The lender must be approved to issue financing under the program. When approved, the lender submits information about the borrower to the SBA.

Eligible businesses must have been in operation for one year.

This requirement may be waived if the company's leadership has sufficient export expertise and if the lender uses underwriting procedures in its approval process.



b. Different Export Loan Programs

1. SBA Export Express Loan

Provides cash advances for exporters.

Offers the broadest range of usages.

Simplest of the three export loan programs.

90 percent guarantees on loans up to \$350,000 and 50 percent guarantees on loans up to \$500,000.

You can still apply for regular SBA loans.

Fast application process and response (some loans approved within 36 hours).

2. Export Working Capital Program (EWCP)

Provides working capital for fulfilling export orders.

90 percent guarantees on loans up to \$5,000,000.

Best for business owners that need financing to maintain operations during long payment cycles.

Expect quick processing times.

Repayment terms range from 12 months or less to 3 years. Typically, lines of credit and term loans will be within the 12 months or less range.



3. SBA International Trade Loan Program (ITLP)

Described as “positioning the firm for export.”

Like 7(a) loans, but with a 90 percent guarantee.

90 percent guarantees on loans up to \$5,000,000.

Easiest to qualify for.

Great as an initial export loan.

Regarding the ITLP and positioning, this means the loan is used to help position a business as a leading exporter and improve overall U.S. export transactions.



c. Who can apply

Any business that has been in operation, although not necessarily in exporting, for at least 12 full months and can demonstrate that the loan proceeds will support its export development activity is eligible for Export Express.



d. Criteria for a loan Approval

To get an SBA Export Loan, a business must qualify as a small business.

There are two criteria that must be met to be categorized as a “small business,” according to the SBA:

Tangible net worth of \$15 million dollars or less.

Net income after taxes (not including carryover losses) for the last two years of \$5 million dollars or less.

Because there are different qualifications for each type of loan, we’ll list them individually:

Export Express

Expanding into new or existing export markets.

Operating business for last 12 months.

Demonstrate proceeds will be used to support business’ export activity.



Export Working Capital Program

Meets SBA 7(a) eligibility and size standards.

A waiver is available for the 12-month business operation requirement if the applicant can demonstrate export expertise and business experience.

Personal guarantee of owners (at least 20 percent ownership).

International Trade Loan Program

Can help grow existing export markets or create new ones.

Or, your business has been affected by imports, and you can show how the loan will benefit your competitive position.

In addition to qualifications, there are use restrictions for each loan.



e. How Can Export Loans Be Used

The SBA Export Loans must be used for the following expenses:

Export Express

Export financing

Development of new international markets

International trade shows, equipment or real estate

Export Working Capital Program (EWCP)

Working capital related to exporting

Finance foreign accounts receivable

Purchase of goods or services for export

International Trade Loan Program

Equipment

Real estate,

Refinancing

Permanent working capital



f. How do one apply

The SBA Export Loan application process follows nearly the same process as non-SBA Export Loans. Businesses apply with a participating lender, who will forward the applicant's request to the SBA. From there, the SBA will determine if the applicant is eligible for the specific Export Loan program.

The application process can be broken down into four steps :

Apply to participating lender

Submit application package and the SBA borrower information form to lender

Upon approval, lender submits eligibility information to the SBA

The SBA reviews loan for final approval

For Export Express Loans, it's important to note that the lender must submit the Supplemental Export Express Lender Agreement to the SBA. Verify this with your lender when they are submitting paperwork to the SBA.

Link: <https://www.sba.gov/offices/headquarters/oit/resources/5715>



SBA Express

Maximum loan amount	\$350,000
Maximum SBA guarantee %	50%
Interest rate	Lenders and borrowers can negotiate the interest rate, but it may not exceed the SBA maximum
Eligibility decision	Made by the lender
Revolving lines of credit	Up to seven years with maturity extensions permitted at the outset
SBA turnaround time	Within 36 hours
Forms	Lender primarily uses own forms and procedures, plus SBA Form 1919
Collateral	Lenders are not required to take collateral for loans up to \$25,000. May use their existing collateral policy for loans over \$25,000 up to \$350,000.
Credit decision	Made by the lender
Purchase	Lender may request expedited SBA purchase on small loans or in situations where liquidation may be delayed



Export Express

Maximum loan amount	\$500,000
Maximum SBA guarantee %	90% for loans of \$350,000 or less, 75% for loans more than \$350,000
Interest	Lenders and borrowers can negotiate the interest rate, but it may not exceed the SBA maximum
Eligibility decision	Made by the lender
Revolving lines of credit	May not exceed seven years
SBA response time	24 hours
Forms	Lender primarily uses own forms and procedures, plus SBA Form 1919, Borrower Information
Collateral	Lenders follow collateral policies and procedures that the lender has established for its non-SBA-guaranteed loans
Credit decision	Made by the lender



Export Working Capital

Maximum loan amount	\$5 million
Maximum SBA guarantee %	90%
Interest	Lenders and borrowers negotiate the interest rate and there is no SBA maximum interest rate limit.
Eligibility decision	By the SBA. Qualified lenders may be granted authorization to make eligibility decisions.
Revolving lines of credit	Terms of 12 months or less
SBA turnaround time	5-10 business days
Forms	SBA-EIB 84-1, plus attachments
Collateral	Export-related inventory and receivable generated by export sales financed with EWCP funds. The SBA also requires personal guarantee of owners with 20% or more ownership.
Credit decision	Made by the SBA



International Trade

Maximum loan amount	\$5 million
Maximum SBA guarantee %	90%
Interest rate	Lenders and borrowers can negotiate the interest rate, but it may not exceed the SBA maximum
Eligibility decision	Made by the SBA
Loan maturity	10 years for permanent working capital, up to 10 years for machinery and equipment or the useful life of the equipment (not to exceed 15 years), and up to 25 years for real estate.
SBA turnaround time	5-10 business days
Credit decision	Made by the SBA



v. Community Advantage

Community Advantage is a new pilot loan program introduced by the U.S. Small Business Administration (SBA) to meet the credit, management, and technical assistance needs of small businesses in underserved markets.

Community Advantage provides mission-based lenders access to 7(a) loan guaranties as high as 85% for loans up to \$250,000.

For profit businesses in underserved markets that can meet SBA's size standards.

Although a borrower must prove credit worthiness and the viability of the business idea: unlike traditional lending, qualification for this program is not limited by the size of the borrower's balance sheet, or the amount of collateral involved.



b. Loan Size and Terms

Maximum Loan Size: \$250,000¹

Terms: 7–10 years for working capital, inventory, business acquisitions, tenant improvements, and start-up expenses

Terms: 25 years for real estate

Interest Rate: up to Prime + 6%

No pre-payment penalties



c. What Do You Need to Apply

Just like with most small business loans, applying for an SBA Community Advantage loan requires your 3-3-1's.

That is, your most recent three years of personal tax returns, your most recent three years of business tax returns (if available), and your SBA-approved Personal Financial Statement ([SBA Form 413](#)) that lists your personal assets and liabilities, as well as additional key information.

If you are a startup business, you'll need to provide a business plan with two years' worth of financial projections and proof of your equity injection (or [down payment](#)) into your business.

Most lenders need proof that you will have an equity injection of 10% to 20% or more, at the lender's discretion.

Finally, SBA Community Advantage loans are government-guaranteed loans.

As a result, the SBA will require that you have never defaulted on any federal loans, including defaults on federally-insured student loans and federally-backed mortgages like FHA and VA SBA loans.

Your name will be checked against a federal database, so it's good to be upfront with the lender in the beginning.



d. How to Find Community Advantage Lenders

There are now over 100 approved SBA Community Advantage lenders across the country.

Some are more regional in focus, like

Wisconsin Women Business Imitative Corporation (<https://www.wwbic.com/>)

Or Mountain West Small Business Finance (<https://mwsbf.com/>),

while others cover multiple geographies, like Accion (<https://us.accion.org/>).

For a full list of Community Advantage-approved lenders, visit <https://www.sba.gov/funding-programs/loans#nation>



Community Advantage LOAN

Maximum loan size	\$250,000
Maximum SBA guarantee %	85% for loans up to \$150,000, 75% for loans greater than \$150,000, and 90% for International Trade loans
Maximum interest rate	Prime +6%
SBA turnaround time	5-10 days
Program expiration date	March 31, 2020



vi. Microloan Program

The Microloan program provides loans up to \$50,000 to help small businesses and certain not-for-profit childcare centers start up and expand. The average microloan is about \$13,000.

The U.S. Small Business Administration provides funds to specially designated intermediary lenders, which are nonprofit community-based organizations with experience in lending as well as management and technical assistance. These intermediaries administer the Microloan program for eligible borrowers.

Eligibility Requirements and Use of Microloan

Each intermediary lender has its own lending and credit requirements. Generally, intermediaries require some type of collateral as well as the personal guarantee of the business owner.

Microloans can be used for:

Working capital

Inventory or supplies

Furniture or fixtures

Machinery or equipment

Proceeds from an SBA microloan cannot be used to pay existing debts or to purchase real estate.



b. Repayment Terms, Interest Rates, and Fees

Loan repayment terms vary according to several factors:

Loan amount

Planned use of funds

Requirements determined by the intermediary lender

Needs of the small business borrower

The maximum repayment term allowed for an SBA microloan is six years.

Interest rates vary, depending on the intermediary lender and costs to the intermediary from the U.S. Treasury. Generally, these rates will be between 8 and 13 percent.



c. Application Process

Microloans are available through certain nonprofit, community-based organizations that are experienced in lending and business management assistance.

If you apply for SBA microloan financing, you may be required to fulfill training or planning requirements before your loan application is considered. This business training is designed to help you launch or expand your business.

<https://www.sba.gov/loans-grants/see-what-sba-offers/sba-loan-programs/microloan-program%20>



vii. 504 Loan Program

The U.S. Small Business Administration 504 Certified Development Company Loan program conserves your working capital by requiring only a 10 percent borrower contribution.

If you do not qualify for conventional financing, the SBA-backed 504 loan may be right for you.

Certified Development Companies (CDCs) are nonprofit corporations that promote economic development within their communities through 504 loans. The SBA authorizes CDCs to provide financing to small businesses with the help of third-party lenders (typically banks)

Repayment Terms, Interest Rates, and Fees :

Maximum SBA loan amount: Loans are generally capped at \$5 million. Certain eligible energy-efficient or manufacturing projects may qualify for more than one 504 loan up to \$5.5 million each.

Interest rate: Below-market interest rates are fixed for the life of the loan.

Required equity: A low down payment (10 percent in most cases) conserves your working capital.

Terms: 10, 20- or 25-year terms

Use of proceeds: Long-term, fixed assets for expansion or modernization (usually real estate or large equipment). Refinancing of large equipment and/or owner-occupied commercial real estate may also be possible.

Application Link: <https://www.504experts.com/sba-504-loan/requirements/>

.



viii. Small Business Debt Relief Program

As part of the \$2 trillion Coronavirus Aid, Relief, and Economic Security Act (CARES) Act, the Small Business Debt Relief program has been enacted to provide immediate relief to small businesses with existing non-disaster Small Business Administration Loans, specifically, existing 7(a), 504, and Microloans.

The Debt Relief Program is also available to small businesses who apply for and receive a new 7(a), 504 or Microloan prior to September 27, 2020.



b. What is provided for under the Debt Relief Program?

Under the Debt Relief program, the Small Business Administration will automatically cover payments on eligible loans, including principal, interest and fees, for a period of six months.

For existing borrowers with a 7(a), 504, or Microloans, the Small Business Administration will automatically cover loan payments including principal, interest, and fees, for a period of six months.

For new borrowers, the Small Business Administration will cover loan payments, including principal, interest and fees, if the borrower applies for and receives a 7(a), 504, or Microloan prior to September 27, 2020.

c. Who is eligible for this program?

Businesses who currently hold a 7(a), 504, or Microloans, as well as businesses who obtain a new 7(a), 504, or Microloans prior to September 27, 2020, are eligible for the Debt Relief program.

The 7(a) loan program is the Small Business Administration's primary program for providing financial assistance to small businesses.

504 loans are made available through Certified Development Companies (CDCs), SBA's community-based partners for providing 504 Loans.

The SBA Microloan Program provides direct loans and grants to eligible non-profit microlenders.



d. How do I get Debt Relief?

It is best to check in with your lender directly to determine if you qualify under this program and to ensure payments are not missed.

If you are eligible for this program, Debt Relief should be provided automatically by the Small Business Administration without you taking additional action.

Under the CARES Act, the Small Business Administration is directed to begin making payments within 30 days of the date on which the first payment of an eligible loan is due



e. Does this program apply to PPP Loans and EIDL Loans?

The Debt Relief program does not apply to Paycheck Protection Program (PPP) loans.

The Debt Relief program also does not apply to new Economic Injury Disaster Loans (EIDL), or Emergency Economic Injury Grants (EEIG).

However, for EIDL loans that were in regular servicing as of March 1, 2020, the Small Business Administration will provide automatic deferments through December 31, 2020. Note that interest will continue to accrue.



B. State Government Policy of New Jersey

- Small- and medium-sized enterprises are the heartbeat of New Jersey's economy and it is crucial that we do what we can to provide the resources and assistance they need to withstand the outbreak of novel coronavirus," said NJEDA Chief Executive Officer Tim Sullivan.
- The State government and Economic Development Agency are undertaking an unprecedented effort to support these businesses and the New Jersey residents who rely on them for their livelihoods.
- These are challenging times, but New Jerseyans are resilient, and together we will get through this and rebuild our economy."

The suite of new initiatives includes:



Different Types of Grants

- i. Small Business Emergency Assistance Grant Program** – A \$5 million program that will provide grants up to \$5,000 to small businesses in retail, arts, entertainment, recreation, accommodation, food service, and other services – such as repair, maintenance, personal, and laundry services – to stabilize their operations and reduce the need for layoffs or furloughs.
- ii. Small Business Emergency Assistance Loan Program** – A \$10 million program that will provide working capital loans of up to \$100,000 to businesses with less than \$5 million in revenues. Loans made through the program will have ten-year terms with zero percent for the first five years, then resetting to the EDA's prevailing floor rate (capped at 3.00%) for the remaining five years.
- iii. Community Development Finance Institution (CDFI) Emergency Loan Loss Reserve Fund** – A \$10 million capital reserve fund to take a first loss position on CDFI loans that provide low interest working capital to micro businesses. This will allow CDFIs to withstand loan defaults due to the outbreak, which will allow them to provide more loans at lower interest rates to microbusinesses affected by the outbreak.
- iv. CDFI Emergency Assistance Grant Program** – A \$1.25 million program that will provide grants of up to \$250,000 to CDFIs to scale operations or reduce interest rates for the duration of the outbreak.



v.NJ Entrepreneur Support Program – A \$5 million program that will encourage continued capital flows to new companies, often in the innovation economy, and temporarily support a shaky market by providing 80 percent loan guarantees for working capital loans to entrepreneurs.

vi.Small Business Emergency Assistance Guarantee Program – A \$10 million program that will provide 50 percent guarantees on working capital loans and waive fees on loans made through institutions participating in the NJEDA's existing Premier Lender or Premier CDFI programs.

vii.Emergency Technical Assistance Program – A \$150,000 program that will support technical assistance to New Jersey-based companies applying for assistance through the U.S. Small Business Administration. The organizations contracted will be paid based on SBA application submissions supported by the technical assistance they provide.

[Detail Link : https://www.njeda.com/Press-Room/News-Articles/Press-Releases/NJEDA-Announces-New-Initiatives-to-Support-Busines](https://www.njeda.com/Press-Room/News-Articles/Press-Releases/NJEDA-Announces-New-Initiatives-to-Support-Busines)



C. State Government Policy of New York

New York City – Business Solutions Center

- “Mayor Bill de Blasio announced on March 8 that the City will provide relief for small businesses across the City seeing a reduction in revenue because of COVID-19.
- Businesses with fewer than 100 employees who have seen sales decreases of 25% or more will be eligible for zero interest loans of up to \$75,000 to help mitigate losses in profit.
- The City is also offering small businesses with fewer than 5 employees a grant to cover 40% of payroll costs for two months to help retain employees. Eligible owners who would like to learn more about these programs should fill out our interest form.”
- **How to apply:** Click here to fill out loan assistance interest form: <https://www.surveymonkey.com/r/N336ZYB>
- Link: <https://www1.nyc.gov/site/sbs/businesses/covid19-business-outreach.page>



D. Private Sector Funds

i. The Red Backpack Fund

- The Red Backpack Fund, an initiative of The Spanx by Sara Blakely Foundation managed by GlobalGiving, will make at least 1,000 grants of \$5,000 each to female entrepreneurs in the U.S. to help alleviate the immediate needs and support the long-term recovery of those impacted by this crisis.
- Eligible applicants include majority women-owned businesses and nonprofits with annual revenues less than \$5M, at least one additional paid employee, and fewer than 50 individuals on staff.
- The portal will open for monthly grant applications again on May 4, June 1, July 6, and August 3.
- Application Link <https://www.globalgiving.org/redbackpackfund/>

ii. Micro-Business Bridge Loan – JFCS's Navigate Enterprise Center

- This loan program administered by JFCS's Navigate Enterprise Center will provide loans up to \$3,000 at zero percent interest with a six-month grace period before the first payment is due.
- Eligible entities are sole proprietors and businesses with fewer than five employees.
- The owner's household income must be at 80% AMI or less; the business must have been open at least six months, and the business must be able to demonstrate losses due to the COVID-19 pandemic.
- Application link <https://jfcslouisville.org/micro-business-bridge-loans/>



iii. Open Road Alliance

- **Charitable Grants**

Charitable Grants will only be offered to organizations responding directly to COVID-19.

Eligible organizations must be one of the following:

- A US-registered 501c3 nonprofit in good standing
- A for-profit social enterprise or foreign charity with a US-registered charitable fiscal sponsor/partner organization in good standing (501c3, Private Foundation, DAF, etc.)
- A foreign-registered charity able to successfully complete an [equivalency determination](#) (ED) process.
(Note: Disbursement of funds may be delayed until the ED process is complete)

- **Loans**

Open Road will be offering four loan products to organizations affected by COVID-19:

- Lost Event Revenue
- Accelerating Incoming Emergency Funds
- Co-investment to Support Social Enterprises
- Deep Impact Loans



Charitable Grants

Direct COVID-19 Response

Who: For organizations engaging in direct COVID-19 response & prioritize organizations and activities that have a clear and direct role in ‘flattening the curve’ and thus limiting, shortening, or minimizing the economic and social, as well as health effects of the pandemic.

Why: Slowing and stopping the spread of COVID-19 is directly linked to reducing and limiting the economic and social hardship our communities are experiencing.

What: Charitable Grants

One-time cashneed

Up to \$100,000 USD

Any geography and any sector, providing they can demonstrate that they are directly contributing to ‘flattening the curve’ in their community.

Prioritizing clear, demonstrable, and deep impact.

How to apply : <https://openroadalliance.org/covid-19/>



Loans

Lost Event Revenue

- **Organizations with annual revenue UNDER \$1 million:**

Open Road will offer a one-time, fixed, low-interest, \$50,000 loan to organizations that are rescheduling/postponing their fundraising events until later this year. Loan criteria and terms include:

\$50,000 loan to organizations with annual revenues of \$1 million or less

1-2% simple interest

Final principal repayment due by December 31, 2020

To be eligible, the event in question must:

Be postponed – not cancelled

Have a new, confirmed date with appropriate confirmations from venue, host committee, etc.

Have a track record of successfulfundraising performance in the past two years

- **Organizations with annual revenues OVER \$1 million:**

Organizations with annual revenues over \$1 million that are facing a similar cash crunch from rescheduled/postponed events may apply for a larger loan up to \$250,000 and will follow our existing underwriting process.



Accelerating Incoming Emergency Funds

Terms: Low-interest, 3-6 month loans up to \$1 million with an average loan size of \$500,000.

Target Partners: DFIs, governments, multilaterals and other institutional donors, as well as frontline organizations approved to receive emergency funding from these or similar entities.

Purpose: During the Ebola outbreak in 2014, it took some health organizations on the ground 45 days to receive funding due to delays in government and institutional mechanisms for providing emergency relief. In this environment, timing is critical. The difference of days can have a significant negative impact on both an organization, and the people they serve.

Their bridge loans can accelerate incoming funds from other investors or donors who can't move as quickly as us, which we hope will prevent delays similar to the 2014 Ebola outbreak.

They are looking to work with government and DFI partners to accelerate their committed emergency funding into the bank accounts of social enterprises and nonprofits.

Through our existing relationships and underwriting model, we have created a streamlined process that allows us to fully process applications within a two week period and disburse funds 48 hours following approval.



Co-Investing to Support Social Enterprises

Terms: Low-interest, 1-12 month loans up to \$500,000.

Target Partner: Impact investing funds, both equity and longer-term debt funds that have deep relationships with their portfolio companies.

Purpose: They recognize that many of our peers are also stepping up to support their portfolios during this crisis & also know that many of these social enterprises will need additional support to weather the storm.

They will take referrals from existing investors and expect to share the risk of keeping these portfolio companies afloat through a co-investment strategy. For these loans, we will bridge to future committed funding or delays in accounts receivable, equipment, etc. where the organization's cash flow is typically strong enough to repay within a 12-month period. By combining forces with other investors, we will also be able to solve for larger short-term financing gaps.

Deep Impact Loans

Terms: Low-interest, 1-18 month loans up to \$250,000.

Target Partner: Organizations that deliver vital community services.

Purpose: They recognize that not every situation will tie up neatly into a clear future cash flow. There are situations where simply "holding the line" of impact is deeply important. These are scenarios where clear and lasting damage will be done to the wider health of the community if a given organization does not stay afloat through this crisis. Potential areas of deep impact could include health care supplies, the safety of food chains, or critical communication services that allow frontline workers to share information.

These loans will also require an initial referral from an existing investor.



iv. Macon 30 Day Fund

The non-profit Macon 30 Day Fund provides forgivable loans up to \$3000 for Macon-Bibb based small businesses.

The forgivable loan is intended to provide immediate financial assistance (within maximum three days) to meet payroll, preserve healthcare coverage for employees and save jobs while they await recently approved federal funding.

Application Link: <https://www.macon30dayfund.com/>

v. The OpportunityFund

Opportunity Fund, which specializes in money lending to small businesses owned by women, immigrants, and people of color, is launched a coronavirus relief fund. It will provide grants and low-interest rate loans to business owners.

Application Link : <https://www.opportunityfund.org/assistance-for-small-business-owners-affected-by-covid-19/>



vi. LiftFund Disaster Relief 2020 Loan Program

As the COVID-19 crisis continues to evolve, our top priority is protecting the health and safety of our clients and the communities we serve. At the same time, we know small business owners need assistance on many levels, now more than ever. In response to the COVID-19 pandemic, LiftFund has a disaster relief loan for small businesses up to \$50,000 with up to 120-day payment deferment. We have a product for new clients and for current clients.

Qualifying conditions:

Business must be in operation as of August 1, 2019

Business has experienced a decrease in revenue by at least 15% as a result of COVID-19

Business owners are able to have a consultation reviewing a six month recovery plan and working capital plan

Applicant must be able to properly cover expenses and new loan payment

Must be in good standing with creditors for the past six months

Documentation:

Business legal formation documents

Feasibility Assessment and Recovery Plan

Video/Photos of business operations and collateral and proof of ownership

Landlord subordination with loans over \$25,000

Verification of revenue impact with three months of financials via plaid or bank statements for personal and business Accounts

Most recent tax returns, 2018 is acceptable



vii. Save Small Business – U.S. Chamber of Commerce Foundation

The U.S. Chamber of Commerce Foundation is offering \$5000 grants to eligible small businesses.

Applicants must employ between three and 20 people, be located in an economically vulnerable community, and have been harmed financially by COVID-19.

Applications open on April 20, at 12 pm PT.

Link : <https://www.savesmallbusiness.com/>

viii. Services for Small Businesses – Mailchimp

\$10 million worth of service will be offered for existing customers who want to continue using Mailchimp's platform but need some financial support during this period. As an additional response to the crisis, Mailchimp will invest up to \$100M to help drive new and ongoing business for our small-business customers through price discounts, product upgrades, add-ons and more

Link: <https://www.entrepreneur.com/article/348624>



ix. Emergency Response Grants – Zilber Foundation

Zilber Family Foundation Board of Directors announced the allocation of \$3 million in emergency funding to address the effects of the COVID-19 pandemic.

The funds will support organizations in Milwaukee, where the Foundation invests the majority of its resources, as well as in Hawaii, where it makes more targeted grants.

A portion of eligible grants will focus on small business relief: alleviating the economic impacts of COVID-19 on small business, especially minority owned, and those that employ low- and moderate- income employees, with priority on Zilber Neighborhood Initiative neighborhoods.

Link : <http://zilberfamilyfoundation.org/>

x. Small Business Grants – Bumble

Small businesses are in a tough position due to COVID-19, and Bumble wants to help as much as they possibly can.

Until April 5th, small business owners can submit a request to receive up to \$5,000 in monetary support from Bumble.

To apply, head to the Bumble app and match with the Bumble Community Grants profile from any mode.

Link : <https://helloalice.com/resources/content/covid-19-small-business-grant>



xi. Non Profit Grants – Act Now COVID-19 Grants

Alexandrians are known for their generosity. Now is the time for all of us to come together to support our neighbors affected by the COVID-19 outbreak.

Thanks to that generosity, as of April 30, 2020, the ACT Now COVID-19 Response Fund has raised more than \$777,000 and made more than \$619,000 in grants to local nonprofits.

ACT for Alexandria and the City of Alexandria recognize that COVID-19 and the necessary public health measures to address it will affect our community in many ways – in the weeks ahead and the months to come. There are the life-threatening implications for older Alexandrians, and it will disrupt the normal operations of everyone in our community. Alexandria's nonprofit organizations are the fabric of our social safety net and essential partners during this public health crisis. As nonprofit organizations respond, they may become financially vulnerable themselves as they scramble to cover the cost of expanding their services or suspend programs and events that generate revenue.

As the weeks go on, the hardship on individuals and families will intensify. Many already on the financial edge may be pushed into crisis. The demand for emergency health services, food, rent, utility, and childcare assistance as well as mental health services is anticipated. This is when we will need our service providers the most.

Link: <https://www.actforalexandria.org/act-now-covid-19-response-fund>



xii. 0% Interest Small Business Loans – Kiva

At Kiva you can qualify for a loan between \$1,000-\$10,000, with no interest!. Whether you're in the idea phase, start-up mode, or an established business, you can apply.

And the money can go towards any business purpose: working capital, equipment, inventory, marketing, or project-based investments. Whatever will help business.

Link: <https://www.kiva.org/borrow/WECROWD>

xiii. Loans for Women-Owned Businesses in NYC – Kiva

Crowdfunding is a great option for women-owned businesses. Crowdfunding means raising money from many people, typically through a campaign on the internet. Now, the City of New York is helping campaigns for crowdfunded loans succeed by pledging the first 10%!

NYC has partnered with Kiva, a platform specializing in crowdfunded loans, to help more women entrepreneurs achieve crowdfunding success. Participating in WE Fund Crowd means WE NYC will be your first lender, pledging 10%, or up to \$1,000, of your crowdfunding goal.

Link: <https://us.kiva.org/wenyc/>



xiv. Emergency Relief Funding for Small Businesses – Survive & Thrive COS

Survive & Thrive COS provides recovery funding in the form of low-interest loans of up to \$25,000, mentorship and other resources to support resiliency and continue building healthy businesses and nonprofits. Exponential Impact, in partnership with the Pikes Peak Community Foundation, and various other community partners, businesses, and local investors have teamed up to offer immediate relief services.

Link: <https://exponentialimpact.com/small-business-emergency-relief-fund/>

xv. COVID-19 Nonprofit Support Grant Program – The Greater Salina Community Foundation

These grants will help Saline County nonprofit organizations continue their missions by supporting unanticipated needs to continue critical service delivery directly related to COVID-19 and will help analyze or re-imagine their operational effectiveness for the emerging future.

More than \$50,000 is available for this program, and grants will be awarded through a competitive application process. Applications will be accepted online only from April 15 until May 1.

Link: <http://gscf.org/nonprofitsupportgrant/>



xvi. KC COVID-19 Small Business Relief Loan Fund – AltCap

The KC COVID-19 Small Business Relief Loan Fund is a new community-backed \$5 million small business relief loan fund intended to provide immediate relief to local, small businesses experiencing extreme economic disruption and financial strain as a result of the necessary public health measures to “flatten the curve” and combat the virus.

Link: <https://www.alt-cap.org/covid-relief-fund>

xvii. COVID-19 Pandemic Response Loans for Individuals and Small Businesses Affected by the Shutdown. – LHome

LHOME is pivoting to provide optimal service to Louisville residents and very small business owners hardest hit by the COVID-19 Pandemic. Property tax assistance continues to be provided without delay. If you are calling about any of our other traditional loan products, we will serve you on a case by case basis depending on the emergency nature of your request.

How to apply: Applications for our \$500 Lifeline Loan (payday loan alternative) and \$25,000 Small Business Continuity Loan are available now. Funds should be available within three to five business days from receiving a completed application.

contact: info@lhomeky.org or 502-882-8091.

Link: <https://www.lhomeky.org/>



E. Large industry supporting small business

i. Neighborhood Small Business Relief Fund – Amazon

“Amazon has created a \$5 million Neighborhood Small Business Relief Fund to provide cash grants to local small businesses that need assistance during this difficult time.

The fund is intended for small businesses with fewer than 50 employees or less than \$7 million in annual revenue, physical presence within a few blocks of our Regrade and South Lake Union office buildings, that are open to the general public, and that are reliant on foot-traffic for customers.

Among the information that will be requested as part of the grant process will be how much revenue each applicant anticipates it'll lose in March with some associated back-up information.”

How to apply for grant funding consideration: <https://amazonsmallbusinessrelief.force.com/SelfRegisterPage>

Link: <https://blog.aboutamazon.com/job-creation-and-investment/helping-local-small-businesses-through-the-impacts-of-covid-19>



ii. Business Resource Hub – Facebook

Facebook is working to keep people safe and informed about the recent outbreak of COVID-19.

They know that as members of the communities you serve, businesses like yours may also be experiencing unexpected challenges, and we're committed to providing as much support as possible."

Facebook is offering \$100M in cash grants and ad credits to help during this challenging time for small business to overcome the financial impact.

How to apply small business grant: <https://www.facebook.com/business/boost/grants>

Link: <https://www.facebook.com/business/boost/resource?ref=alias>



iii. Bartender Emergency Assistance Program – USBG National Charity Foundation

The USBG National Charity Foundation has created a bartender emergency assistance program to help service industry personnel who may be experiencing financial hardship during the coronavirus outbreak.

Eligible applicants can receive a grant to help with bills and other costs due to sudden loss or decrease of income.

In order to qualify, an applicant must be a bartender or the spouse or child of a bartender.

How to apply :

<https://www.usbgfoundation.org/beap?fbclid=IwAR3xNb1xWcXHKCYlvBttRxsXjLCktqjEE5E4wYsoswqx2GVqxEXiYYkg1q8>

Link: <https://www.usbgfoundation.org/beap>



iv. Waiver of delivery fees for independent restaurants – UberEats

UberEats “will waive delivery fees for all orders from independently owned restaurants on the app as the COVID-19 pandemic continues to spread and causes cities to shutter all non-essential businesses.”

[Link: https://techcrunch.com/2020/03/16/uber-eats-waives-delivery-fees-for-independent-restaurants-during-covid-19-pandemic/](https://techcrunch.com/2020/03/16/uber-eats-waives-delivery-fees-for-independent-restaurants-during-covid-19-pandemic/)



v. Zapier Small Business Assistance Program – Zapier

Zapier is creating a \$1 million assistance program for their most impacted small business customers. Zapier's support team will set up qualified customers with a free 3-month credit for a Starterplan.

How to apply: <https://zapier.wufoo.com/forms/zapier-small-business-assistance-program/>

Link: <https://zapier.com/blog/covid-19-assistance-program/>



vi. Payment relief assistance – Truist Banks

Truist is offering relief measures, allowing greater access to capital for borrowers and empowering our teammates to support clients affected by the COVID-19 pandemic.

The relief measures include:

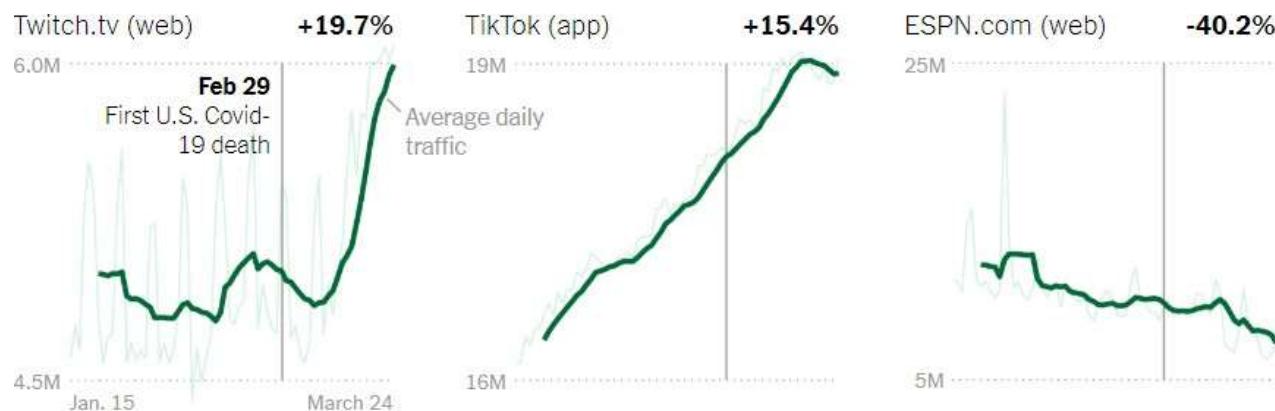
- Providing payment relief assistance for clients with mortgage loans, consumer loans, personal credit cards, business credit cards and business loans.
- Temporarily waiving ATM surcharge fees to help consumers and businesses access cash with greater confidence
- Providing 5% cashback when BB&T and SunTrust consumer credit card holders use their credit card for qualifying purchases at grocery stores and pharmacies through April 15, 2020
- We'll also continue to actively support the cash flow needs for our retail and business clients who are affected by the COVID-19 pandemic through a number of lending programs.
- Our branch bankers, relationship managers and contact center teammates are committed to working with you to reduce financial stress during this challenging and uncertain time.

Link : <https://www.truist.com/coronavirus-information>

4. Potential Markets for Business

A. Entertainment Sector

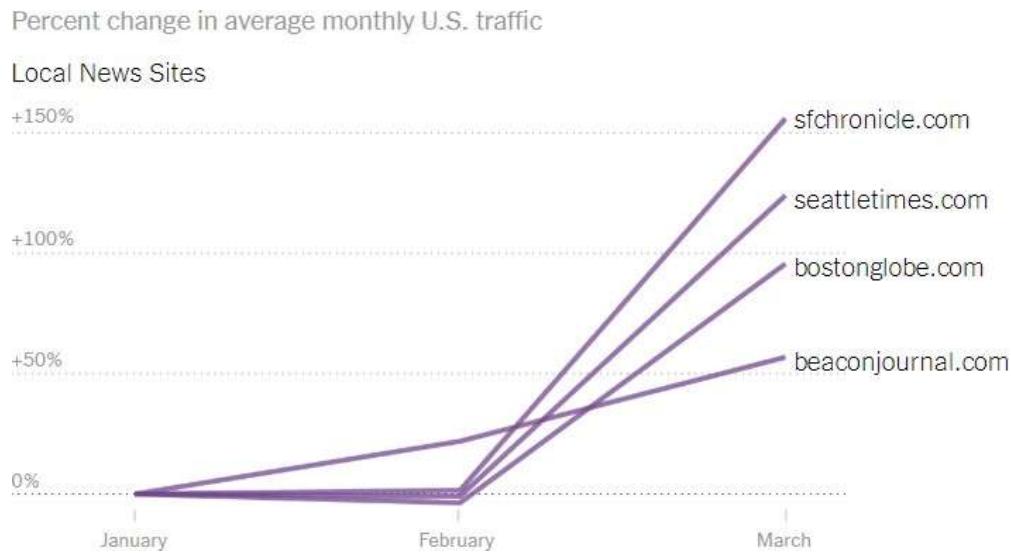
- With all major-league games called off, there hasn't been much sports to consume beyond Marble Racing and an occasional Belarusian Soccer Match. Use of ESPN's website has fallen sharply since late January, according to SimilarWeb.
- At the same time, several video game sites have had surges in traffic, as have sites that let you watch other people play. Twitch, the leading site for streaming game play, has had traffic shoot up 20 percent.
- TikTok, the mobile app filled with short clips of pranks and lip-syncing, was taking off before the coronavirus outbreak and it has continued its steady ascent ever since. It can be nice to see that at least some things remain unchanged by the crisis.
- Support Link :<https://www.nytimes.com/interactive/2020/04/07/technology/coronavirus-internet-use.html>



Percent change is from the average on Jan. 21 to the average on March 24. One user can have multiple sessions in a day. • Sources: SimilarWeb, Apptopia

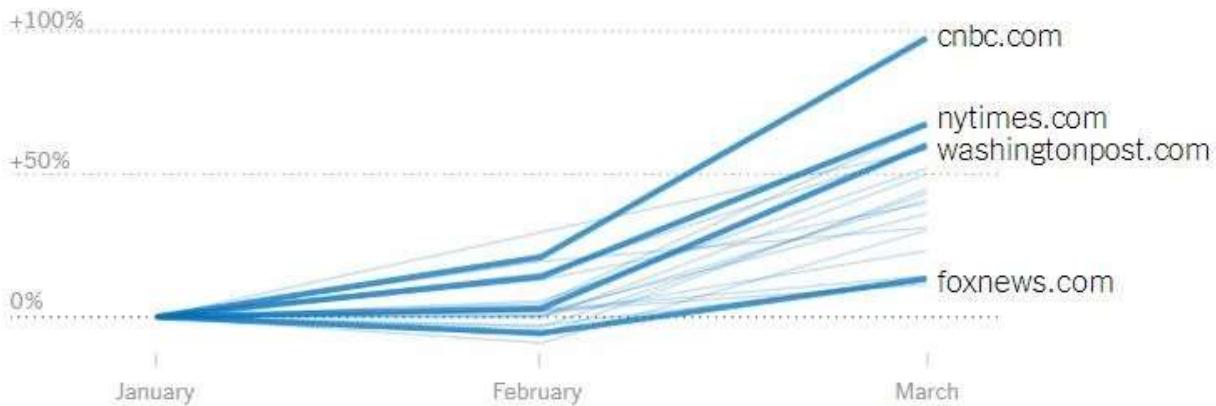
B. News Industries

- Amid the uncertainty about how bad the outbreak could get — there are now Hundred of thousand of cases in the United states, with the number of dead multiplying by the day — Americans people appear to want few things more than the latest news on the coronavirus.

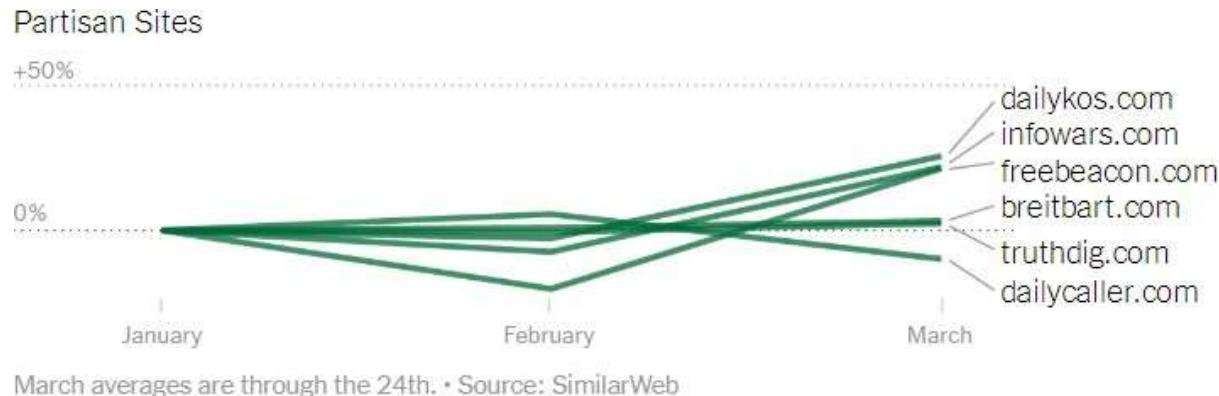


- Among the biggest beneficiaries are local news sites, with huge jumps in traffic as people try to learn how the pandemic is affecting their hometowns.

Large Media Organizations



- Americans have also been seeking out more established media brands for information on the public health crisis and its economic consequences. CNBC, the business news site, has seen readership skyrocket.
- The websites for The New York Times and The Washington Post have both grown traffic more than 50 percent over the last month, according to SimilarWeb.



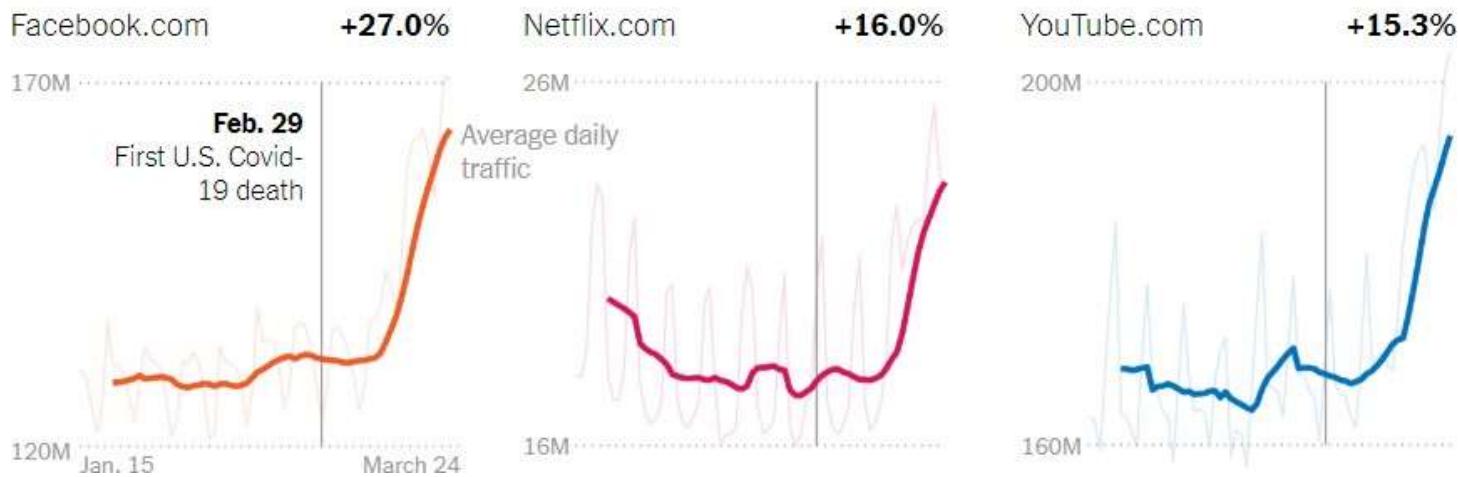
- The desire for the latest facts on the virus appears to be curbing interest in the more opinionated takes from partisan sites, which have defined the media landscape in recent years.
- Publications like The Daily Caller, on the right, and Truthdig on the left, have recorded stagnant or falling numbers. Even Fox News has seen disappointing numbers compared to other large outlets.
- Beating all of the news sites, in terms of increased popularity, is the home page for the Centers for Disease Control and Prevention, which has been attracting millions of readers after previously having almost none.
- Over time, readers have also looked to more ambitious efforts to quantify the spread of the virus, like the one produced by the [Johns Hopkins Coronavirus Resource Center](#).

Support Link: <https://www.nytimes.com/interactive/2020/04/07/technology/coronavirus-internet-use.html>

Support Link: <https://coronavirus.jhu.edu/>

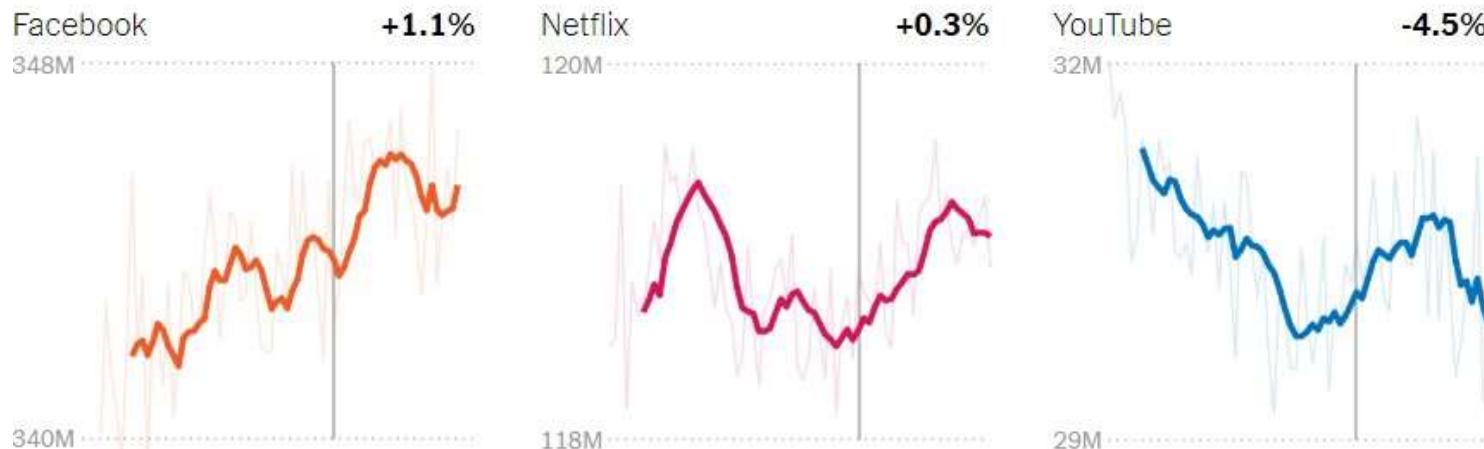
C. Social Media

Websites



- With nearly all public gatherings called off, Americans are seeking out entertainment on streaming services like Netflix and YouTube, and looking to connect with one another on social media outlets like Facebook.
- In the past few years, users of these services were increasingly moving to their smartphones, creating an industrywide focus on mobile.

Apps



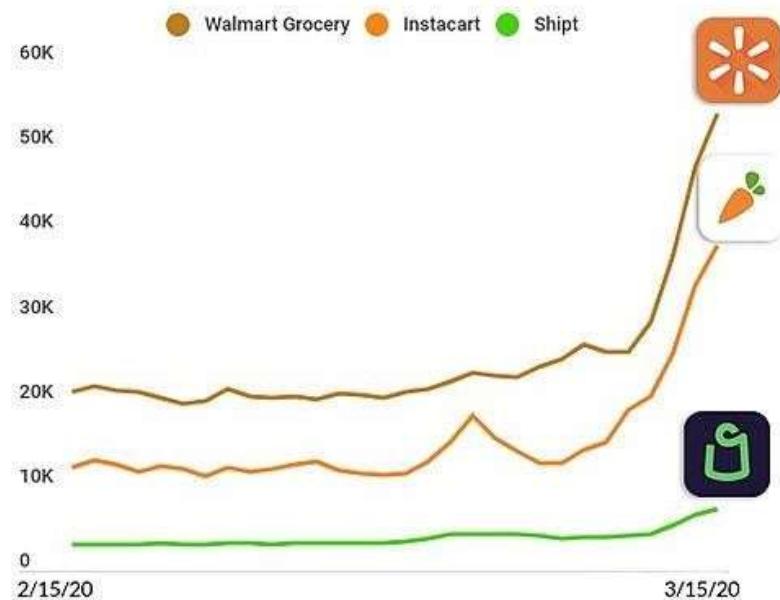
- Now that we are spending our days at home, with computers close at hand, Americans appear to be remembering how unpleasant it can be to squint at those little phone screens.
- Facebook, Netflix and YouTube have all seen user numbers on their phone apps stagnate or fall off as their websites have grown, the data from SimilarWeb and Apptopia indicates. SimilarWeb and Apptopia both draw their traffic numbers from several independent sources to create data that can be compared across the internet.
- Supporting Link : <https://www.nytimes.com/interactive/2020/04/07/technology/coronavirus-internet-use.html>

D. Delivery Services

i. Grocery Delivery Services

- While delivery services have been trying to get their toe-hold for the past several years, the leaders will now grab market-share and trial with new customers, some of whom who will continue the service long after the pandemic is over.
- As the COVID-19 pandemic spreads rapidly across the world, grocery delivery apps have witnessed a surge in the number of daily downloads. Be it Instacart, Walmart Grocery, or Shipt, all these apps have recently set new milestones by recording massive increase in daily downloads by 160%, 218%, and 124% respectively.
- Almost all the major industry sectors including transportation, travel, capital goods, and manufacturing have adversely affected because of the coronavirus outbreak. But even this grim situation has opened the doors of new opportunities for a few industry sectors. Let's go through these sectors.
- Support link :
<https://www.solutionanalysts.com/blog/coronavirus-pandemic-boosted-the-delivery-business-worldwide> Support link :
<https://www.semrush.com/blog/market-winners- losers-coronavirus/>

Daily downloads of grocery delivery apps, U.S.



- The first essential item during situations like lockdown or virus outbreak is grocery. In this couple of months, online Grocery Delivery Apps have seen a massive increase in the number of downloads.
- In the most-affected countries like China and the USA, people tend to rely on online groceries to meet their daily food requirements. It is the reason why apps like Instacart and Walmart Grocery have seen a massive increase in the number of downloads in recent times.
- Support link : <https://www.solutionanalysts.com/blog/coronavirus-pandemic-boosted-the-delivery-business-worldwide>
- Support link : <https://www.semrush.com/blog/market-winners-losers-coronavirus/>

ii. Mail and Delivery Services

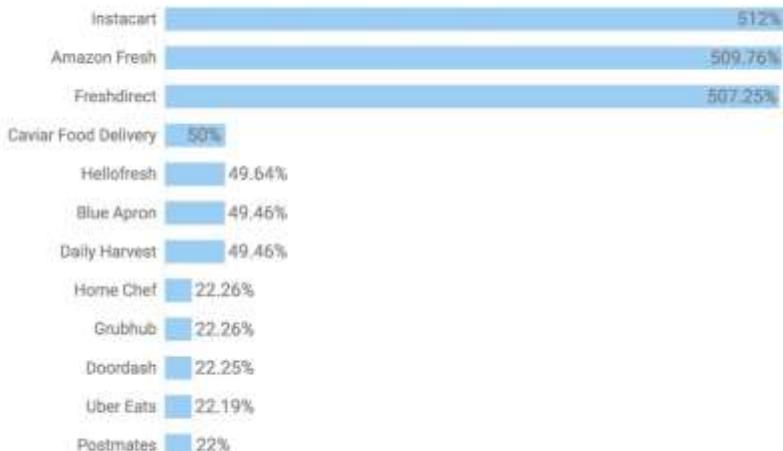
- Though the COVID-19 pandemic has affected mail and delivery services in speed and efficiency, most of the delivery companies are opened.
- CDC has mentioned that there is a very low chance of coronavirus spreading through shipped packages and products because of poor survivability of the virus on the surface.
- In some countries, on demand Courier Delivery apps have also worked wonders.
- People, in countries that have considered courier services as essential services, can leverage the benefits of on-demand courier services through customized mobile apps. They can track the consignment and get the courier at the doorstep.

iii. Food Delivery Services

- Restaurant companies and third-party delivery agencies can boost revenue by facilitating their customers to order online.
- Food Delivery apps are designed to provide convenience to app users while ordering food.
- Hungry, self-quarantined people can order food by using such apps and get delivery at their doorsteps.
- Food delivery apps are a quick, convenient, and useful option for people who work from home and want to avoid crowded restaurants or food zones during the situation of COVID-19 pandemic.
- Countries like the US and Spain where the outbreak is more disastrous than other countries can remain big boosters for the food delivery business because people avoid going out all time.
- Searches for food delivery services increased by 56% on average - depending on the company. Amazon Fresh and Instacart showed the biggest increase - with increases of up to 200%.
- Support link :
<https://www.solutionanalysts.com/blog/coronavirus-pandemic-boosted-the-delivery-business-worldwide>

Food delivery services - search volumes growth, %

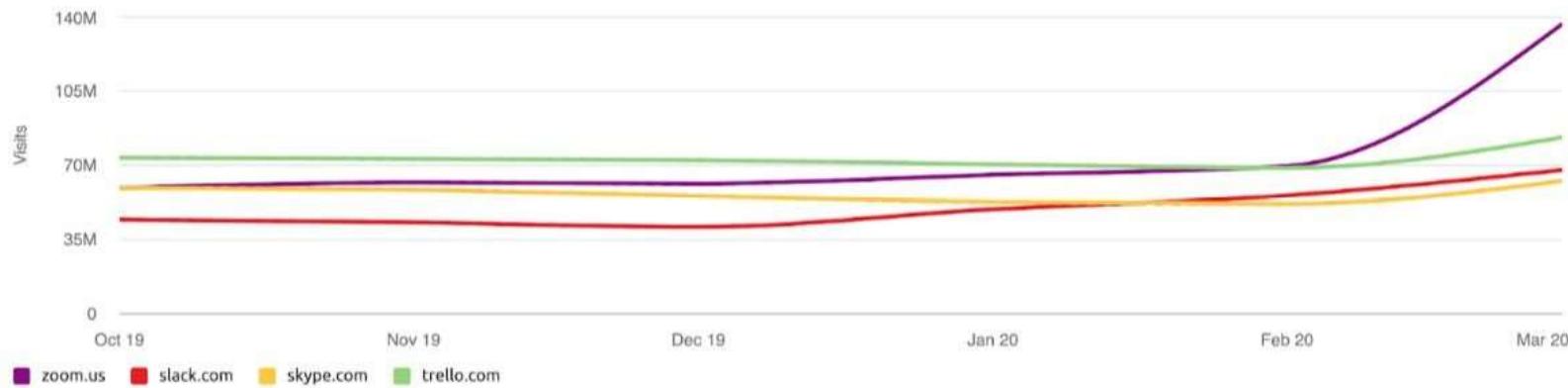
Location: Global | Time range: Feb 2020 - Mar 2020



Source: SEMRUSH

SEMRUSH

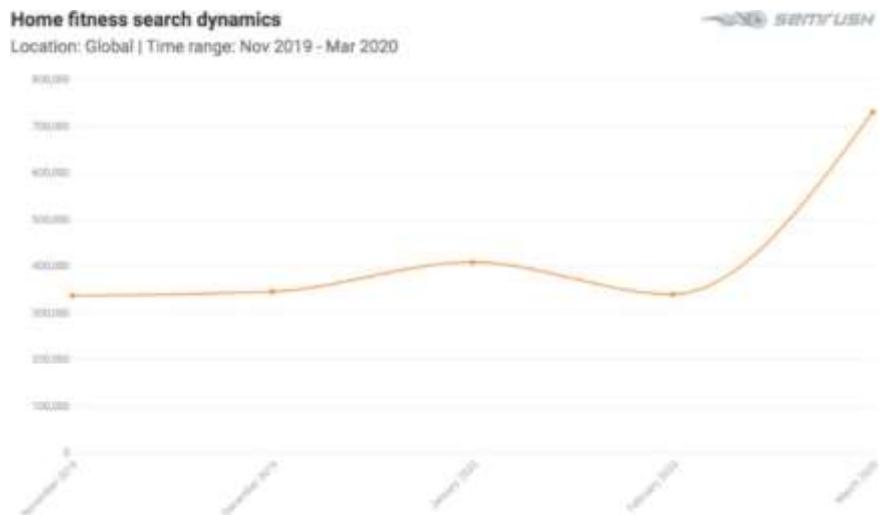
E. Remote Applications



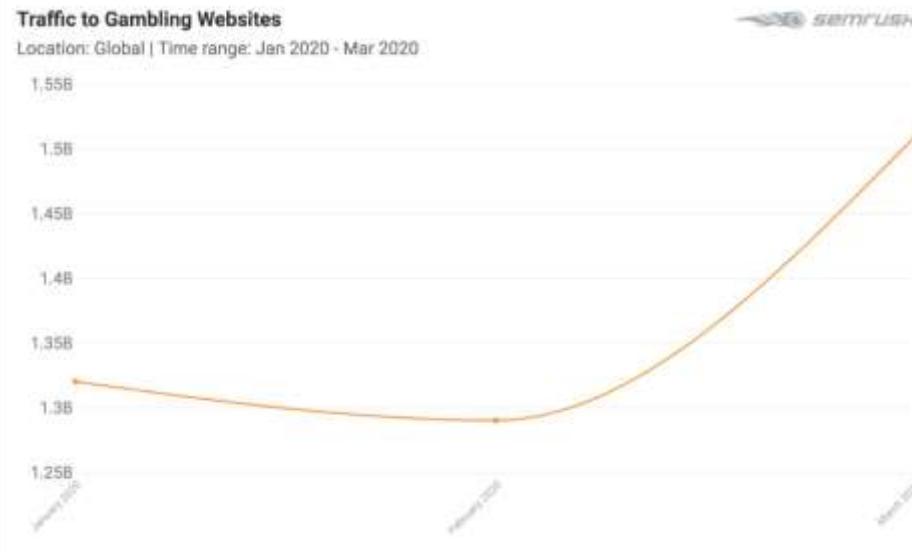
- During this pandemic and period of self-isolation, an obvious game-changer that is reaping the benefits is remote working tools and platforms.
- Zoom Communications, a space designed for video conferences and webinars, skyrocketed from \$108 on March 16 to \$162 on March 23, increase of 50% is staggering in itself and is even more astounding considering stock markets are slumping more than 30% — a true success story amidst a global crisis.
- Traffic to Zoom Website has increased by 67 millions site visits during the month of March.
- For calling platforms, it appears that only Skype will likely see a greater rise this month. Among messaging platforms, the branded search volume for Slack, an instant messaging forum, jumped 82% from February to March, while Microsoft Teams jumped by 1014%. Here is the trend of searches for all analyzed services for remote work.
- Support Link : <https://www.semrush.com/blog/market-winners-losers-coronavirus/>

F. Remote Fitness

- One-third of the world's population has come under lockdown and is partially or completely stuck in isolation at their homes.
- SEMrush market data reveals a rising interest in online searches for home exercise, which has drastically spiked in March.
- Here is the trend of searches for all analyzed keywords related to home fitness.
- In March, the search volumes for jump ropes increased by 123%.
- The online demand for yoga saw an 811% major increase, while fitness mats saw a 511% increase, and dumbbells, 397%
- Support Link :
<https://www.semrush.com/blog/market-winners-lovers-coronavirus/>



G. Online Gambling Industry



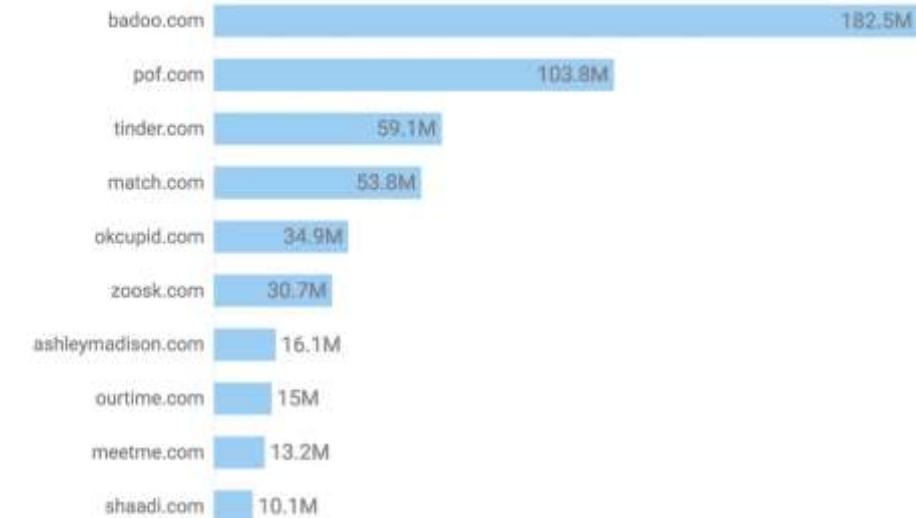
- While people are spending more time indoors, the gambling industry is growing.
- According to the Sydney Morning Head on April 9th, spending on online wagering has increased by 67% during the past week, compared to average weekly spending.
- SEMrush data supports concerns that online gambling is indeed on the rise as traffic to gambling websites increased globally by around 9% during the month of March.
- Gambling sites are now booming and seeing a positive coronavirus economic impact.
- Support Link :
<https://www.semrush.com/blog/market-winners-losers-coronavirus/>

H. Dating Industry

- Social distancing is the new norm, and chances for a date are close to zero. Yet more and more people are signing up for dating websites.
- According to SEMrush Traffic Analytics, the traffic for online dating website has been on the rise since January, and cupid certainly hasn't slowed down as site visits increased by 2% in March.
- It doesn't matter if you are swiping left or right, traffic for the desktop version of Tinder has seen a substantial rise of 6.24%.
- Meanwhile, badoo.com saw an increase of 3.35%, and ourtime.com saw a 6.5% jump in traffic.
- Support Link :
<https://www.semrush.com/blog/market-winners-losers-coronavirus/>

Top 10 Dating Websites by Traffic

Location: Global | Mar 2020

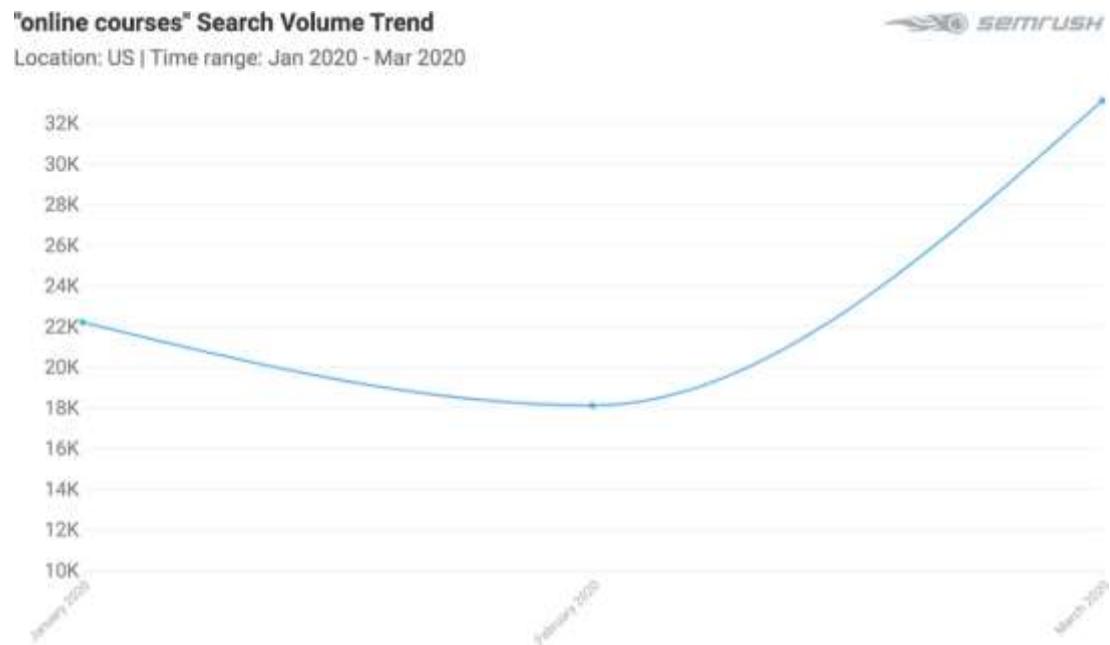




I. E-Learning Business

i. Online Courses

- With more and more people finding themselves in lockdown and or isolation, it isn't too surprising that interest in online courses has skyrocketed during the month of March.
- From the results, it is clear that user behavior has changed drastically, which has caused a great impact on Google search results. Typically, the “Jobs and Education” Search Engine Result’s Page (SERPs) remains flat. However, last week saw a huge increase in volatility.
- Support Link :
<https://www.semrush.com/blog/mark-et-winners-losers-coronavirus/>

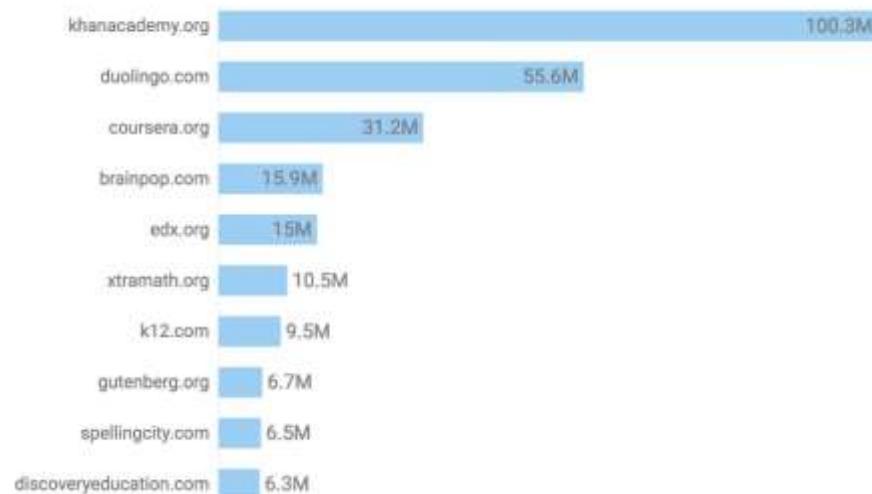


ii. Online Course for Kids

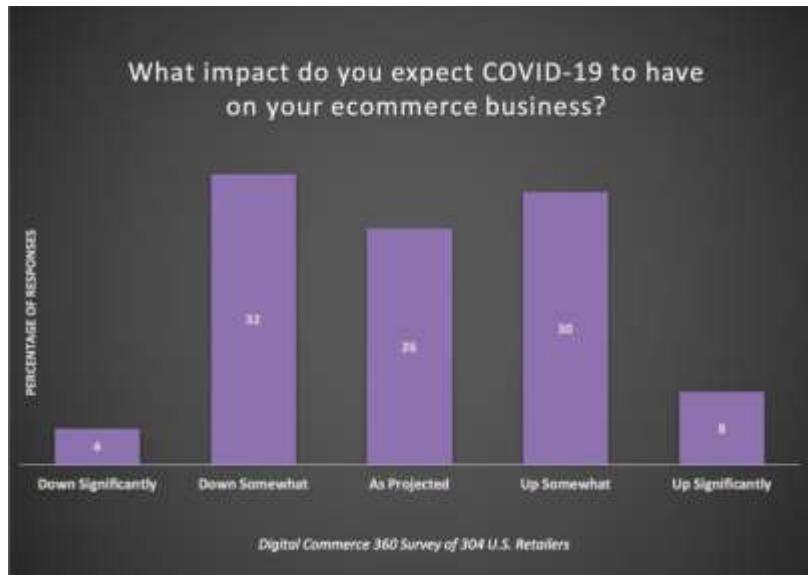
- Traffic to websites offering online courses and training for children saw an increase of 29.31% in March.
- The most visited online educational website was Khan Academy, which saw a 48% increase in traffic during March 2020.
- As schools kick off online classes for students, the Deli government has initiated talks with 'Khan Academy' to explore a collaborative remote learning program.
- Support Link :
<https://www.semrush.com/blog/market-winners-losers-coronavirus/>

Top 10 Online Education Websites by Traffic

Location: Global | Mar 2020



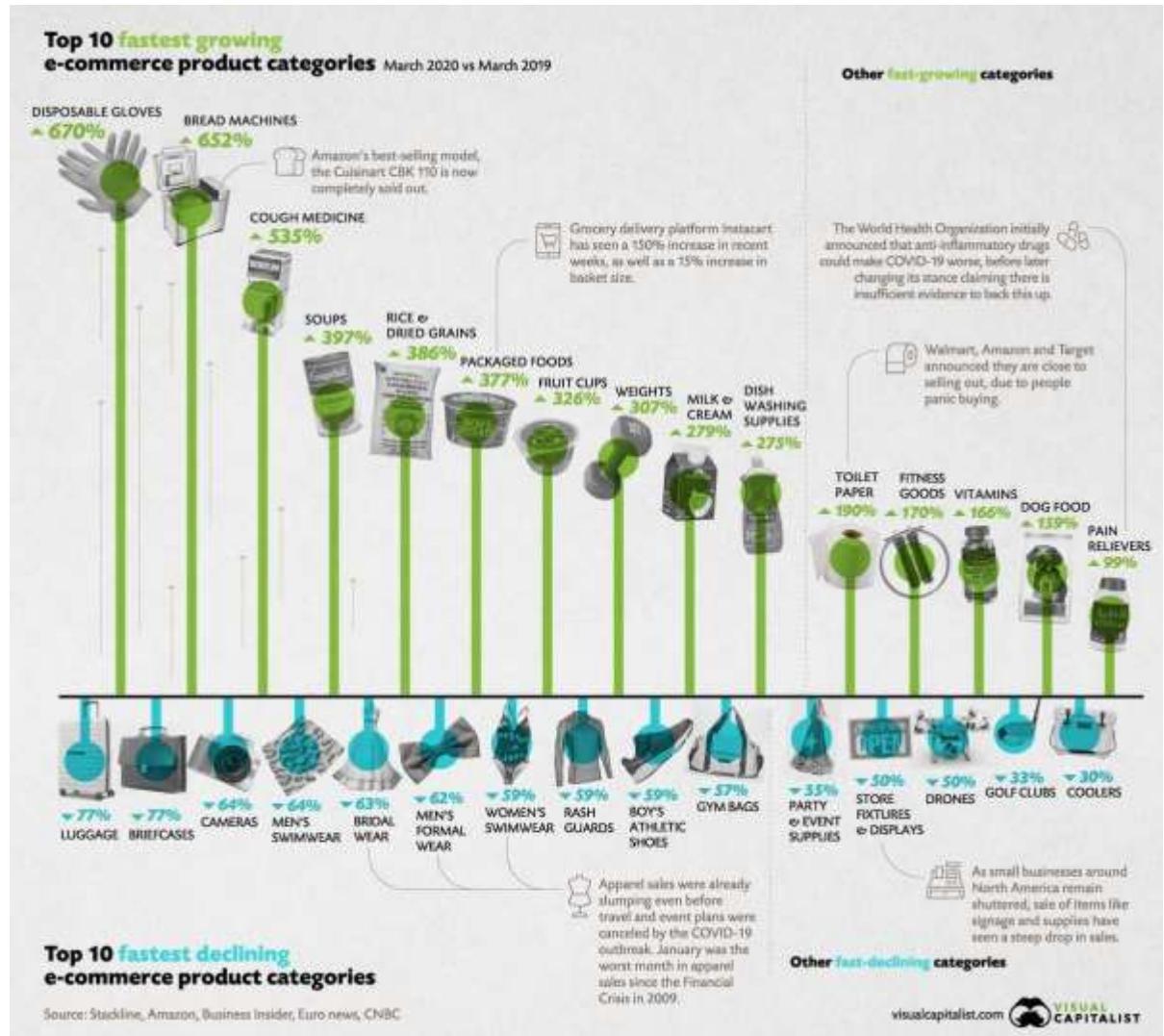
J. E-commerce.



- This pandemic, while a potential death blow to physical retail stores, will accelerate e-commerce to even higher levels.
- preliminary data from Quantum Metric shows that e-commerce has recently experienced an average revenue weekly growth rate increase of 52% and an 8.8% increase in conversion rates compared to a year ago.
- This may reflect a sudden increase in demand as more consumers turn to online shopping.
- And more people are shopping online. Nearly 75% of U.S. internet users say they plan to avoid in-store shopping because of the pandemic.
- And with brick-and-mortar retail accounting for 85% of U.S. retail sales, this is shifting day-to-day shopping to online marketplaces.
- Supporting Link :
<https://www.business2community.com/ecommerce/coronavirus-impact-on-ecommerce-is-your-store-safe-02295819>

5. Possible Solution's during Pandemic

- In order to find a solution to fight pandemic a market study is required.
- A deep research on people needs is to be done.





Trend of Customer shopping

Rank	Category	% Change in March (2020 vs. 2019)
#1	Disposable Gloves	670%
#2	Bread Machines	652%
#3	Cough & Cold	535%
#4	Soups	397%
#5	Dried Grains & Rice	386%
#6	Packaged Foods	377%
#7	Fruit Cups	326%
#8	Weight Training	307%
#9	Milk & Cream	279%
#10	Dishwashing Supplies	275%

Rank	Category	% Change in March (2020 vs. 2019)
#1	Luggage & Suitcases	-77%
#2	Briefcases	-77%
#3	Cameras	-64%
#4	Men's Swimwear	-64%
#5	Bridal Clothing	-63%
#6	Men's Formal Wear	-62%
#7	Women's Swimwear	-59%
#8	Rash Guards	-59%
#9	Boy's Athletic Shoes	-59%
#10	Gym Bags	-57%

<https://www.visualcapitalist.com/shoppers-buying-online-ecommerce-covid-19/>



Short Term Solution

1. Multiple Business Policy

A Multi-business Policy is a combination of two or more corporations engaged in entirely different businesses that fall under one corporate group, usually involving a parent company and many subsidiaries.

These Policy also includes Sharing of Product, Sharing of land, Equipment, Storage place, Transferring of labor in need.

Big Industries Like the Automobile Industry can tie up with a Medical Equipment industry to increase their Equipment Production Like Ventilator's.

Example: Ford teams up with GE Healthcare, Tesla with Medtronic

Supporting Link : <https://www.vox.com/recode/2020/4/10/21209709/tesla-gm-ford-ventilators-coronavirus>

Supporting Link : <https://www.forbes.com/sites/alanoehnsman/2020/03/30/medtronic-gives-away-ventilator-design-specs-in-coronavirus-fight-ahead-of-tesla-alliance/#5972a3064591>

These Policy will not only save Many Life of People but also Save many people's daily livelihood.



GE Healthcare has the design for Ventilators while Ford needs one, Ford has the Labor and Machinery to work on for Large scale while GE doesn't.

So by coming together they not only supported each other but also employed more new jobs and profits.

In Same way Small scale business like small Restaurants Business can combine with each other and take the odder of meals for the Hospitals.

Supporting Link :<https://www.nytimes.com/2020/03/30/dining/restaurants-hospitals-coronavirus.html>

Since the current scenario of Pandemic in USA is bad, and the need of food is required for both patients and Doctors, there is chance for Small scale business to sustain and survive.

2. Change of Production Field

- Change of production field is always a complicated procedure as the business require specific licenses and for a specific production of a product
- Flexible manufacturing is remarkably suitable for a small manufacturer.
- Flexible manufacturing uses equipment that is controlled by a number of Computer Numerical Control (CNC) systems.
- This type of process is also known as Contract Manufacturing.
- The production relies more on robotic cells than manufacturing personnel which allows the business owner to change the products manufactured to react to customer or market needs.
- The use of automation produces a product that is manufactured to precise specifications which in turn improves the quality of the product.
- Small Scale Business can Produce Hand sanitizer's, Wet wipes, Soaps, Gloves & Mask.
- These will not only keep them in market but also give a Brand Popularity, Jobs for Labors and Income for Company.



a. Production of Hand Sanitizer

The U.S. federal government will allow firms to begin manufacturing their own hand sanitizer with limited guidance as the spreading coronavirus dwindles supply across the country.

Due to high demand for hand sanitizer, the U.S. Food and Drug Administration announced 20th March 2020 that it will not take action against firms that begin manufacturing hand sanitizer for consumers and health care professionals, the agency said in a statement.

Supporting Article for Sanitizer: <https://www.cnbc.com/2020/03/20/fda-says-it-wont-take-action-against-manufacturers-that-start-making-hand-sanitizer.html>

For health care workers, the N95 mask is an invaluable line of defense against the Novel Coronavirus.

These highly protective respirators can keep doctors and nurses from getting infected by patients, but the world is quickly running out of them.

While countries around the world scramble to find stockpiles of N95s and manufacture more of the much-coveted masks, it's unclear how this shortage will resolve itself.

These is the time for the small business to take advantage and Produce N-95 Masks

Supporting Article for Mask: <https://www.vox.com/recode/2020/4/1/21196941/coronavirus-n95-mask-respirator-shortage-trump>

b. Production of Soap

WHO & every country have concentrates and pressurized people to keep washing hand for at least 20 sec. These has increased demand for Soap in every market.

The beauty products chain, which sells products like highly scented lotions and candles, gets about 5% of its annual sales from hand sanitizers.

That would translate to \$260 million based on Bath & Body Works' 2019 revenue of \$5.34 billion.

And that business is booming right now, Stuart Burgdoerfer, the chief financial officer of its parent company L Brand, told Wall Street analysts on 27th Feb.

So shift of production to these commodity for a short time would be a great booming to profit for small business.

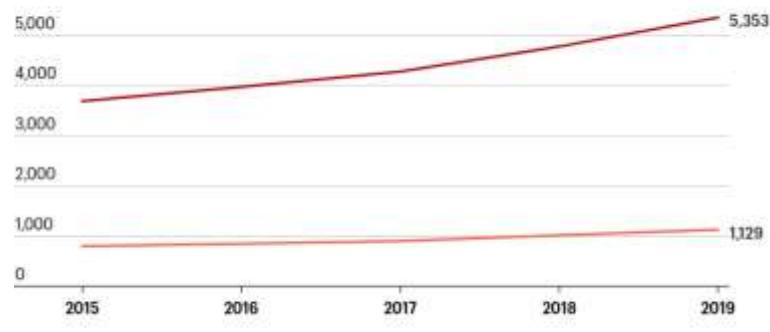
Supporting link : <https://fortune.com/2020/02/27/bath-body-works-sanitizer-coronavirus/>

Supporting Link : <https://www.imarcgroup.com/north-america-bath-soap-market>

Bath & Body Works has been booming

The chain is about to strike out on its own, once its parent sells off Victoria's Secret

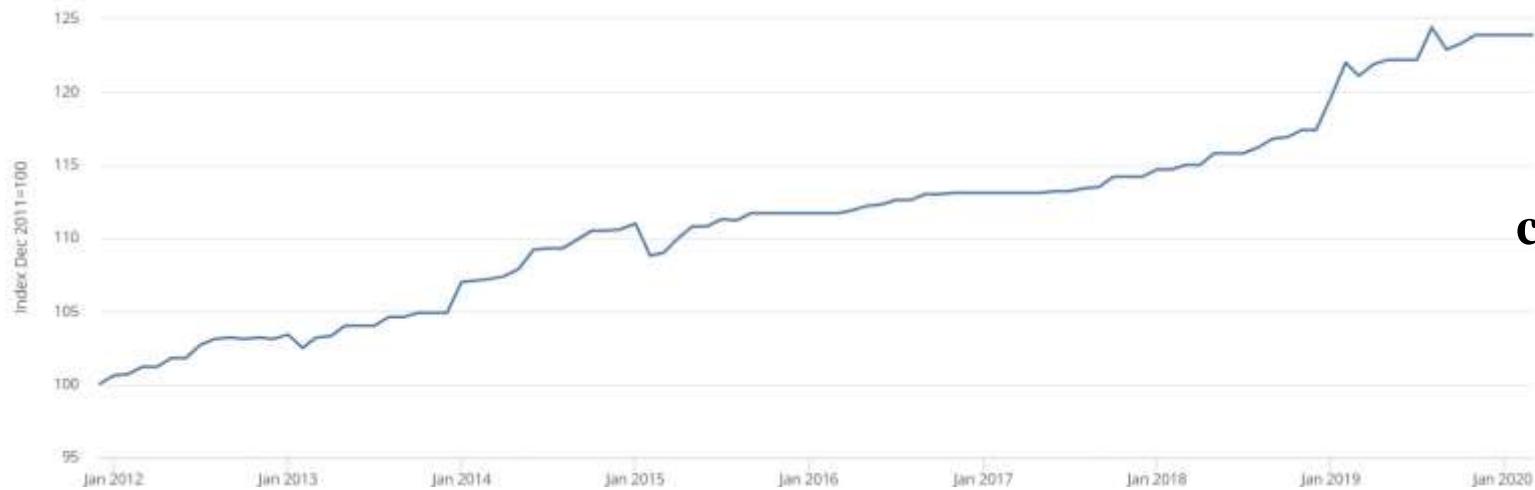
— REVENUE — OPERATING INCOME



ANNUAL SALES IN MILLIONS OF DOLLARS

SOURCE: L BRANDS FILINGS

FORTUNE



c. Production of Gloves

The global disposable gloves market size was valued at USD 8.19 billion in 2017.

Growing demand for disposable gloves in medical and healthcare, pharmaceutical, automotive finishing, chemical, and oil and gas industries has been a major factor driving the industry over the past few years.

In addition, use of the product in the food processing industry is likely to complement market growth. Small business can produce Medical gloves.

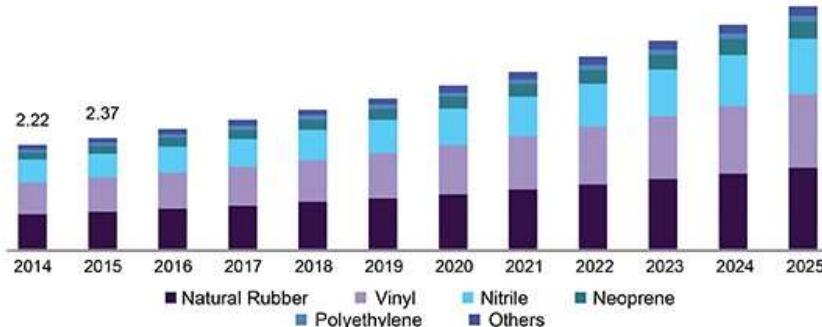
From the above analyses of data from FRED, we saw an increase in demand of gloves from the year 2015 and till now.

Many predictions are saying that there is still goanna be increase in these demand till year 2025, so shifting production to Manufacturing gloves would be a good idea.

Data Link : <https://fred.stlouisfed.org/series/WPU03810424#0>

Supporting link : <https://marketersmedia.com/industrial-safety-gloves-market-analysis-with-key-players-applications-trends-and-forecasts-to-2025/88933773>

Supporting Link : <https://www.grandviewresearch.com/industry-analysis/disposable-gloves-market>



Source: www.grandviewresearch.com

The global disposable gloves market size was valued at USD 8.19 billion in 2017.

Growing demand for disposable gloves in medical and healthcare, pharmaceutical, automotive finishing, chemical, and oil and gas industries has been a major factor driving the industry over the past few years.

In addition, use of the product in the food processing industry is likely to complement market growth.

Due such a growing demand the need of gloves is on rise and the material required for it is also.

Natural rubber dominated the global market by material and accounted for a revenue share of 36.3% in 2017.

The vinyl segment is expected to witness increased demand over the forecast period, exhibiting a CAGR of 7.9% on account of low cost of the product

A Small-scale supply chain section which is been hit by pandemic can concentrate on Supply chaining the glove materials as it's a growing market. Even the prediction of these market is turned to be good.

Supporting link : <https://www.who.int/news-room/detail/03-03-2020-shortage-of-personal-protective-equipment-endangering-health-workers-worldwide>

Supporting Link : <https://www.grandviewresearch.com/industry-analysis/disposable-gloves-market>



e. Production of PPE's

Health care professionals and experts say we now have a shortage of personal protective equipment (PPE) for doctors, nurses, and other medical staff.

In this environment, health care workers worry they might get sick — perhaps forcing them to take up a hospital bed that would otherwise go to someone else — or die.

Privately, some say they may not be able to show up to work at all under these conditions.

The Federal government is providing grants to business to manufacture Personal Protective Equipment (ppe)

Using these grants the small business can produce the needs of health workers

These can also be achieved using 3D Printer.

BASIC ELEMENTS OF PPE



Supporting links

<https://www.manufacturing.gov/funding>



f. Production of Bed's

Since there is an increase in demand of incoming new coronavirus patient daily, there is increase in demand for beds to place these new incoming patients.

These increase in demand had increase the production of bed manufacturing

Two Portage manufacturers are working to add hospital beds to their product line ahead of an expected shortage caused by the coronavirus pandemic.

TriEnda and Penda, both owned by Oklahoma-based Kruger Family Industries, will work together to manufacture about 300 beds per day

Supporting Link:

https://www.wiscnews.com/portagedailyregister/news/local/portage-manufacturers-produce-hospital-beds-to-help-reduce-expected-shortage-from-covid-19/article_bc7e2dc7-1e1d-5e9b-bb75-024b273dd4de.html

Supporting Link :

<https://www.bizjournals.com/phoenix/news/2020/03/27/phoenix-mattress-maker-production-coronavirus.html>



g. Production of Syringes

- Prevention of influenza, particularly during a pandemic, may be attempted by many measures, such as closing schools, using facemasks, and keeping infected persons away from those susceptible, now termed social distancing.
- However, none of these measures are of clear value in preventing infection, even if they could be accomplished.
- A principal reason little effort has been made to determine their usefulness in the interpandemic period is the usual availability of vaccine, which is of known value in prevention
- So before Getting a Vaccine small business can focus on getting the important requirements for vaccine like Syringes.
- Syringes will be required in huge quantity because as soon as the vaccine is out the need to deliver them to people will require.
- Supporting Article:
<https://thedailynews.cc/articles/greenville-plastic-injection-molding-supplier-ramps-up-amid-covid-19-pandemic/>



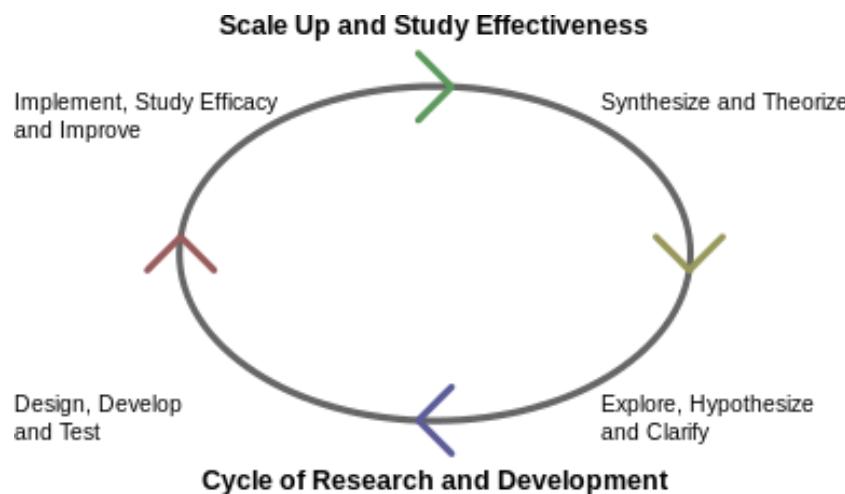
h. Production of Vial & Rubber Stopper



- More than two dozen companies have announced programs to develop a Vaccine against the coronavirus, but it may still take a year or more before one passes federal safety and efficacy tests in humans and becomes available to the public.
- Here in the United States, more than 300 million people may need to be inoculated. That means at least as many vials or double that amount, if two shots are required.
- So before Getting a Vaccine small business can focus on getting the important requirements for vaccine like Vial & Rubber Stopper for it.
- Supporting Article:
<https://www.nytimes.com/2020/05/01/health/coronavirus-vaccine-supplies.html>

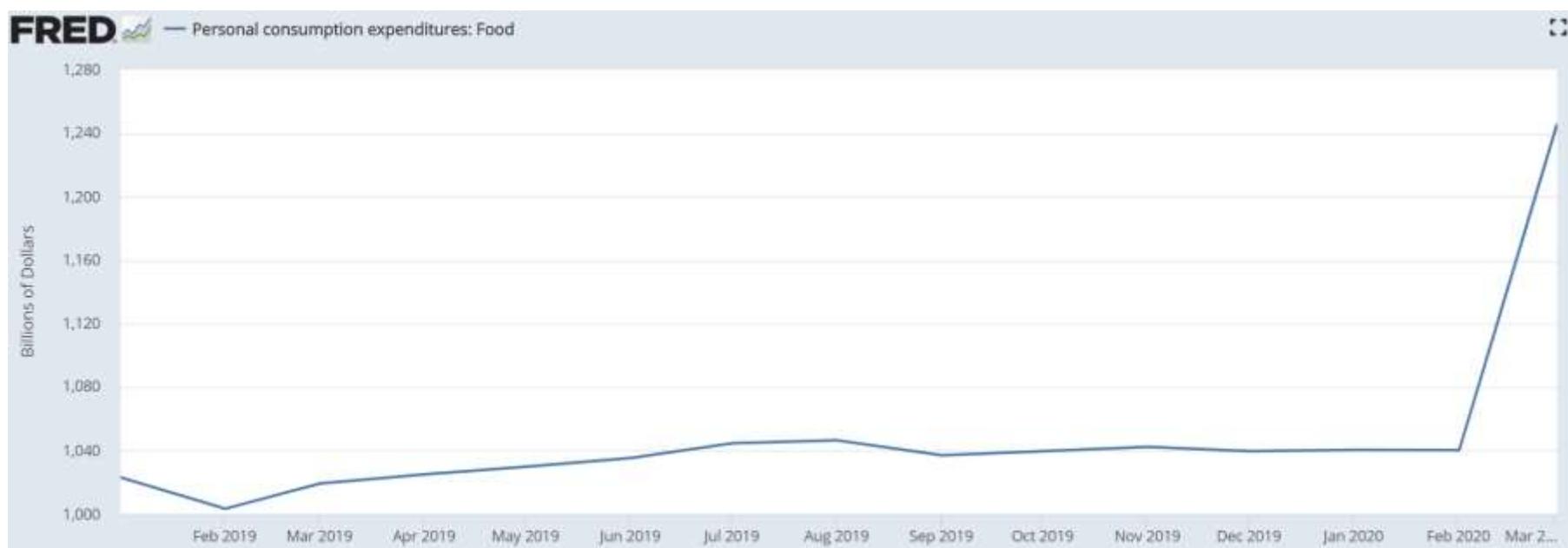
Long Term Solution

i. Research and Development



- At such time Small Scale as well Big Industries should work on their Research and development part in their related Field
- New product design and development is often a crucial factor in the survival of a company.
- In a global industrial landscape that is changing fast, firms must continually revise their design and range of products.
- This is necessary as well due to the fierce competition and the evolving preferences of consumers.
- Without an R&D program, a firm must rely on strategic alliances, acquisition, and networks to tap into the innovations of others.

- A system driven by marketing is one that puts the customer needs first and produces goods that are known to sell.
- Market Research is carried out, which establishes the needs of consumers and the potential niche market of a new product.
- If the development is technology driven, R&D is directed toward developing products to meet the unmet needs
- From the Fred Data Analysis we see an hype in Personal consumption expenditure of food increased during the ongoing pandemic.
- Currently, people have inclined towards healthy habits and healthy food and vegetables.
[\(https://vegconomist.com/hot-off-the-vegan-press/plantbased-and-the-pandemic-experts-in-vegan-business-speak-out/\)](https://vegconomist.com/hot-off-the-vegan-press/plantbased-and-the-pandemic-experts-in-vegan-business-speak-out/)





There is an increase in demand for salads in the current market.

Since there is increase in demand for Healthy food small restaurant business should look for some R & D in healthy snack food

For Example : Salad Chips

It's a great way to come back in market with some health and innovative way

Trying to attract customer with their needs is always a good way.

The Process of R&D is not simple as it requires time and thus has been categories into a long-term solution.

Supporting Link :<https://www.nytimes.com/2020/01/04/business/sweetgreen-salads.html>

Supporting Link :https://en.wikipedia.org/wiki/Research_and_development



ii. Businesses Digitalization

Today's consumer is more informed than ever before. Between Google searches and customer reviews, they are able to find out almost anything they want to about your company's products in seconds.

Just 17 percent of consumers are primarily looking to buy something when visiting a brand's website for the first time, according to Episerver — the rest are there to "browse, look at prices, and compare".

At the same time, consumer expectations are also on the rise. They're not only looking for the best product, but also the best company — one that they can trust and feel personally connected to.

The COVID-19 pandemic is having a significant impact on every aspect of life, including how people shop for their necessities, and their not-so-necessities.

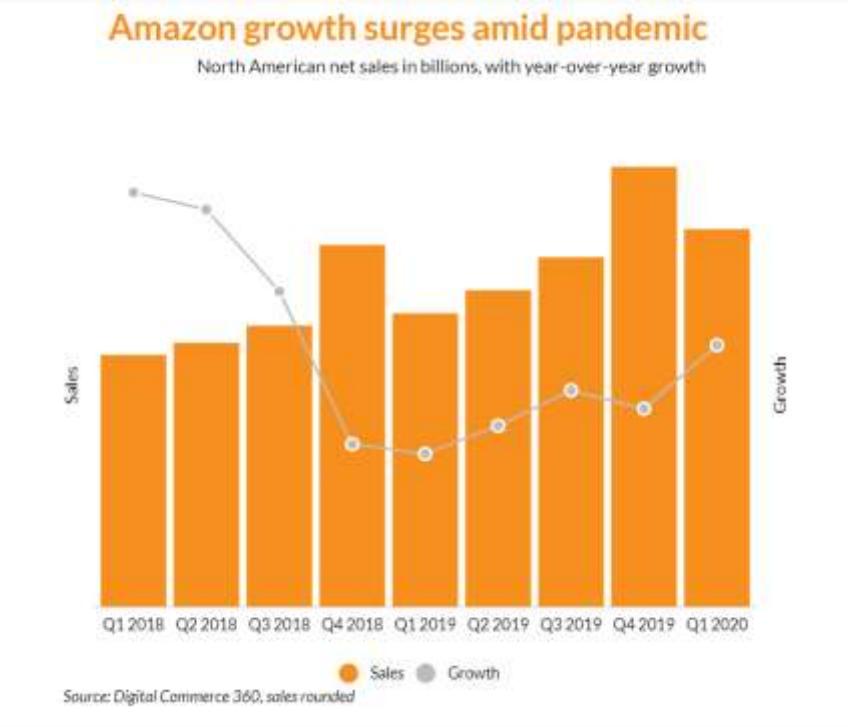
With online retail sales estimated to reach an eye-watering **\$6.5 trillion** by 2023, the ecommerce sector was already booming.

But since the outbreak, online shopping has been catapulted into complete overdrive.

According to consulting and research firm Technomic, 52% of consumers are avoiding crowds and 32% are leaving their house less often because of coronavirus. And the stock market has become increasingly volatile.

So it's the perfect time for Small business to come to a digital platform where they can run their businesses.

- Digital Business like amazon shows an surge increase in sales in the first quarter of 2020
- These shows a good sign for E-commerce business and the Change of shopping Behavior of consumer
- Revenue went up 32.8% to \$10.219 billion from \$7.696 billion, and operating income jumped 38.3% to \$3.075 billion, accounting for more than 77% of the company's total operating income of \$3.989 billion.



Support link: <https://www.roirevolution.com/blog/2020/04/coronavirus-and-ecommerce/>

Support link: <https://www.visualcapitalist.com/shoppers-buying-online-ecommerce-covid-19/>

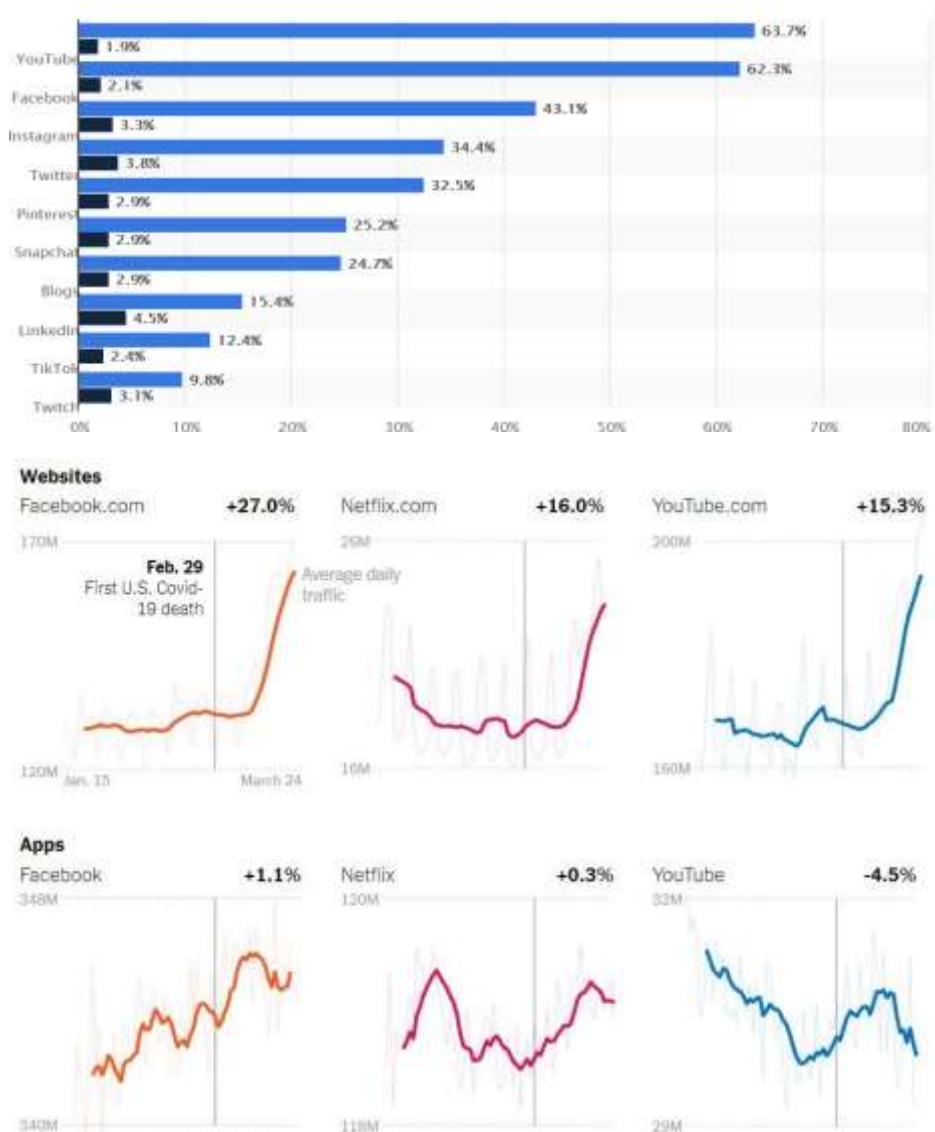
Support link: <https://www.bigcommerce.com/blog/covid-19-ecommerce/#understanding-panic-buying-and-coronavirus>

Support link: <https://www.entrepreneur.com/article/344445>

Support link: <https://www.digitalcommerce360.com/article/amazon-sales/>

iii. Use of Digital Marketing

- Stuck at home during the coronavirus pandemic, with movie theaters closed and no restaurants to dine in, Americans have been spending more of their lives online.
- But a New York Times analysis of internet usage in the United States from SimilarWeb and Apptopia, two online data providers, reveals that people behaviors shifted, sometimes starkly, as the virus spread and pushed us to our devices for work, play and connecting.
- With nearly all public gatherings called off, Americans are seeking out entertainment on streaming services like Netflix and YouTube, and looking to connect with one another on social media outlets like Facebook.





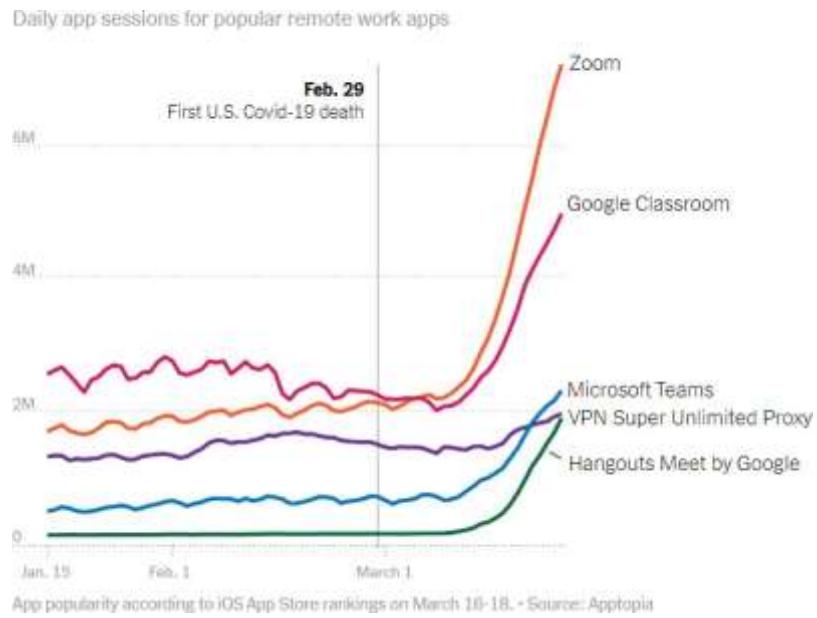
- These analysis tell us that people are more active on social media
- Seeing these jump it's the best to Invest time and enter the Digital Marketing.
- Advertising own brand through social media like Facebook, Instagram, YouTube will give a boost to small scale business
- These also increase job in the filed of Digital Marketing

Supporting Link : <https://www.nytimes.com/interactive/2020/04/07/technology/coronavirus-internet-use.html>

Supporting Link <https://www.statista.com/statistics/1106343/social-usage-increase-due-to-coronavirus-home-usa/>

iv. See Your Sheff

- Seeing the current trend of Digital use an idea to take an advantage of it is always helpful
- The offices and schools of America have all moved into our basements and living rooms.
- Nothing is having a more profound impact on online activity than this change.
- Meetings are happening on Zoom, Google Hangouts and Microsoft Teams.



- Small business-like Restaurants can use these idea to get back in the business
- The idea is too combine live streaming and food delivery system
- Small business can use Live streaming app like Zoom, Skype to go live.
- They can also sign up uber services which are currently charging Zero fees for Food Delivery
- So when a customer places an order, the restaurant is going to send them a link, from which the customer can have a look on how their food is prepared.
- These concept can boost the restaurants as well as will also satisfy the costumer about its hygiene

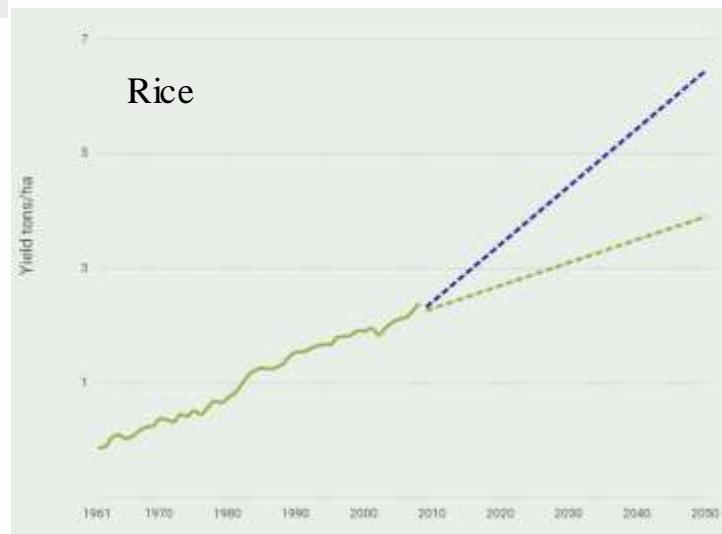
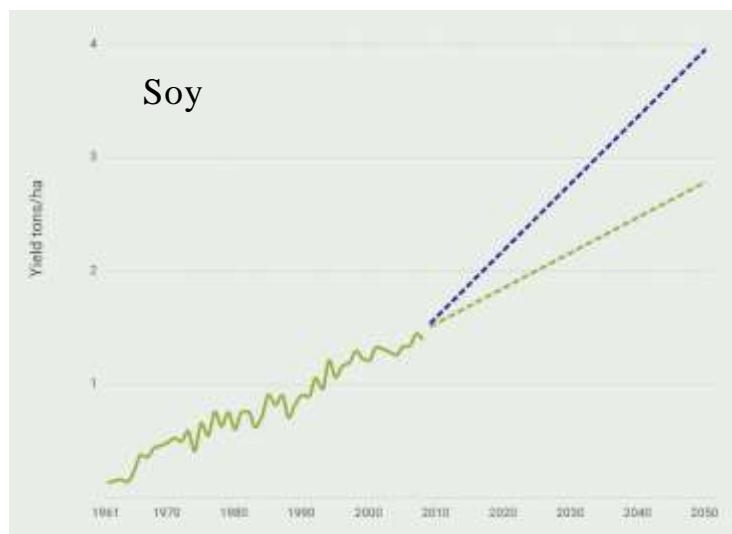
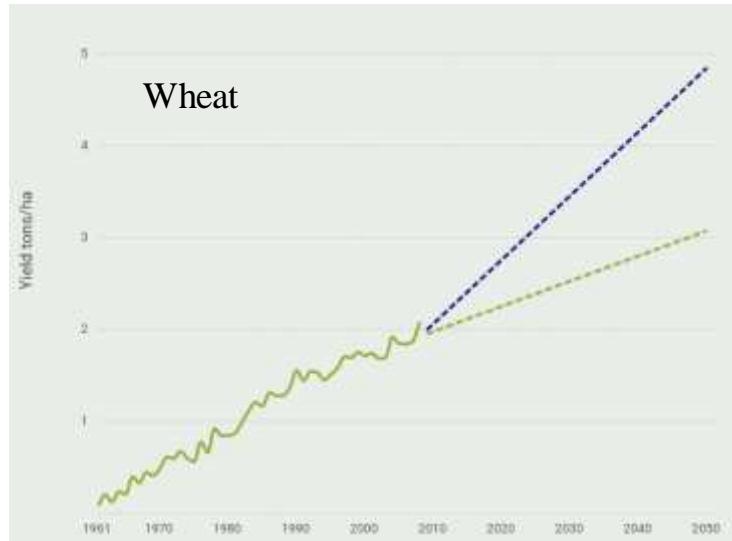
Supporting Link : <https://www.nytimes.com/interactive/2020/04/07/technology/coronavirus-internet-use.html>



v. Change of Food Production Technique

- Protectionist measures by national governments during the coronavirus crisis could provoke food shortages around the world, the UN's food body has warned.
- More than 9 billion people in less than 40 years. The Estimate highlights a stark challenge for the global food system.
- We have enough food for the roughly 7 billion people alive today, but nearly a billion are hungry or malnourished, mostly due to poverty and unequal distribution.
- To feed those who are currently hungry—and the additional 2 billion plus people who will live on the planet by 2050—our best projections are that crop production will need to increase between 60 and 100 percent.
- “Business as usual” could lead to a doubling of demand for agricultural production.
- Below graph shows the current trend and Future trend of Wheat, Maize, Soy & Rice.

Future demand vs. Current trends



- At the beginning of 2020, 135 million people around the world were already facing extreme hunger. (<https://www.csis.org/programs/global-food-security-program/covid-19-and-food-security>)
- To Reduce this Scarcity new farming technique can be used such as Hydroponics and Vertical farming.
- Hydroponics is a subset of hydroculture, which is a method of growing plant without soil, by instead using mineral nutrient solution in a water solvent. Terrestrial plants may be grown with only their roots exposed to the nutritious liquid, or the roots may be physically supported by an inert medium such as Perlite, gravel, or other substrates.
- Vertical farming is the practice of growing produce in vertical stacks using soil, hydroponics or aeroponics to deliver water and nutrients to the plants.
- Hydroponics is nutritive and fast growing while vertical farming is quantity growing.
-



Hydroponic



Vertical Farming



Cost analysis:

Conventional Outdoor Farm	Hydroponic Greenhouse	Vertical Farm
\$0.65 / lb.	\$2.33 / lb.	\$3.07 / lb.

Plants in the hydroponic system can achieve 20–25% higher yields than a **soil**-based system with productivity 2–5 times higher

While Productivity of Vertical farming depends on the amount of stacking done. But usually the productivity ratio is 1:2.

Hydroponics aren't just an efficient and effective way to bring crops to market; a hydroponic system is Supremely cost Effective, and when operated correctly a good hydroponic setup can ramp up your profits to help you reach a higher level of success. Whether you're bringing up vegetable, flower, or even cannabis, a hydroponic system may be just the answer your bottom line has been looking for.

Support Links : <https://en.wikipedia.org/wiki/Hydroponics>

Supporting Link : https://avestia.com/MCM2018_Proceedings/files/paper/ICMIE/ICMIE_131.pdf

Supporting Link : <https://agfundernews.com/the-economics-of-local-vertical-and-greenhouse-farming-are-getting-competitive.html>

Supporting Link : <https://www.rimolgreenhouses.com/blog/how-hydroponics-can-boost-your-profits>



Road Map for Small Business

1. Small business should apply for the Government Grants & Aids as soon as possible as they are on first come first serve basis

- Apply for PPP loan
- Allot 75% of its part to employees and workers to get a Loan Forgiveness
- From the left 25% use it Change in Production as discussed earlier(Focus on Any one)

2. Since the filing of PPP loan has a long waiting que even apply for EIDL loan

- Use the 50% EIDL loan for any of the short term or Long term solution
- While 25% in Research and development
- And rest 25% for paying other Bills & resources

3. If Residing in NJ then apply for Small Business Emergency Assistance Grant Program or Small Business Emergency Assistance Loan Program



4. Apply for a Private Grant or loan if needed such as

Grants

- Emergency Response Grants – Zilber Foundation
- Small Business Grants – Bumble

Loans

- 0% Interest Small Business Loan – KIVA
- KC Covid -19 Small business Relief Loan Fund – ALTCap
- Covid 19 Pandemic Response Loan – Lhome

5. Apply for Big Business Help

- Business Resources Hub – Facebook
- Bartender Emergency Assistance Program – USBG National Charity Foundation
- Zapier Small Business Assistant Program – Zapier

6. Make use of Free Services like Waiver of Delivery fee for Independent restaurants – Uber if running Restaurant Business



CONCLUSION

- As we discussed above, the pandemic has an adverse effect on the overall world economy.
- The most affected are the small businesses that depend on the local population for their survival. It will take enormous planning and strategic steps for them to survive this difficult time.
- Hence, to develop a good strategy and select the best options available to them, we explore various options of the loans available for the states of New York and New Jersey.
- Small thing and innovative ideas can always help to drive Pandemic.
- Ideas, implementation and its Future sights can lead to use full Production of time and benefits.
- Taking the advantage of grants and aid from government as well private sector and Proceeding with a proper plan and strategy Business can brought back on Track.



References:

1. Congress Gov <https://www.congress.gov/bill/116th-congress/senate-bill/3548/text#toc-idCCF73EAEF8454D2A8B29B9DF4626458E>
2. Cares Wikipedia https://en.wikipedia.org/wiki/Coronavirus_Aid,_Relief,_and_Economic_Security_Act#Loans
3. Federal gov <https://www.federalregister.gov/documents/2020/04/15/2020-07672/business-loan-program-temporary-changes-paycheck-protection-program>
4. SBA Gov. <https://www.sba.gov/funding-programs/loans/coronavirus-relief-options/sba-express-bridge-loans>
5. PPP and lender <https://bench.co/blog/operations/ppp-lenders/>
6. Checklist for ppp <https://fundbox.com/blog/ppp-loan-checklist/>
7. U.S. Senate committee https://www.sbc.senate.gov/public/_cache/files/9/7/97ac840c-28b7-4e49-b872-d30a995d8dae/F2CF1DD78E6D6C8C8C3BF58C6D1DDB2B.small-business-owner-s-guide-to-the-cares-act-final-.pdf
8. EDIL <https://smartasset.com/financial-advisor/economic-injury-disaster-loans-eidl-coronavirus>
9. Checklist for EDIL <https://pikespeaksbdc.org/wp-content/uploads/sites/23/2020/03/Checklist-for-EIDL.pdf>
10. EDIL https://www.sba.gov/sites/default/files/articles/EIDL_Information_and_Documentation_-3-23-2020.pdf
11. OVERVIEW <https://www.sba.gov/partners/lenders/7a-loan-program/types-7a-loans>



- PILOT PROGRAM <https://www.sba.gov/partners/lenders/7a-loan-program/pilot-loan-programs#section-header-0>
- Bridge Express Loan <https://bench.co/blog/operations/express-bridge-loan-pilot-program/>
- Office of International Trade <https://www.sba.gov/offices/headquarters/oit/resources/5715>
- Apply sba loan <https://www.forafinancial.com/blog/working-capital/guide-applying-sba-export-loan/>
- Community loan <https://www.fundera.com/blog/sba-community-advantage-loans>
- Sba Disaster loan <https://www.sba.gov/about-sba/sba-newsroom/press-releases-media-advisories/sba-provide-disaster-assistance-loans-small-businesses-impacted-coronavirus-covid-19>
- 504 loan <https://www.sba.gov/brand/assets/sba/sba-lenders/504-Loan-Fact-Sheet-Borrower-Version.pdf>
- Microloan <https://www.sba.gov/loans-grants/see-what-sba-offers/sba-loan-programs/microloan-program%20>
- Debt loan <https://www.sba.com/funding-a-business/government-small-business-loans/small-business-administration-debt-relief-program/>
- Ny insurance loan <https://covidresources.gusto.com/resource/state-of-new-york-insurance-premium-relief-2/>
- NJ EDA <https://njbia.org/eda-grants/>
- SUPPORT OF Facebook <https://business.instagram.com/blog/instagram-covid19-directory>
- Rapid Response <https://www.growbusiness.org/small-business-resources/covid-19-small-business-resources/>



- Manufacturing <https://www.thebalancesmb.com/small-business-guide-to-manufacturing-2221064>
- Booming Markets <https://www.forbes.com/sites/bernhardschroeder/2020/04/09/startup-opportunities-coming-out-of-the-pandemic-some-are-opportunistic-others-will-be-here-for-a-long-time/#1c5851579350>



STEVENS
INSTITUTE *of* TECHNOLOGY
THE INNOVATION UNIVERSITY®

stevens.edu

Thank You !!