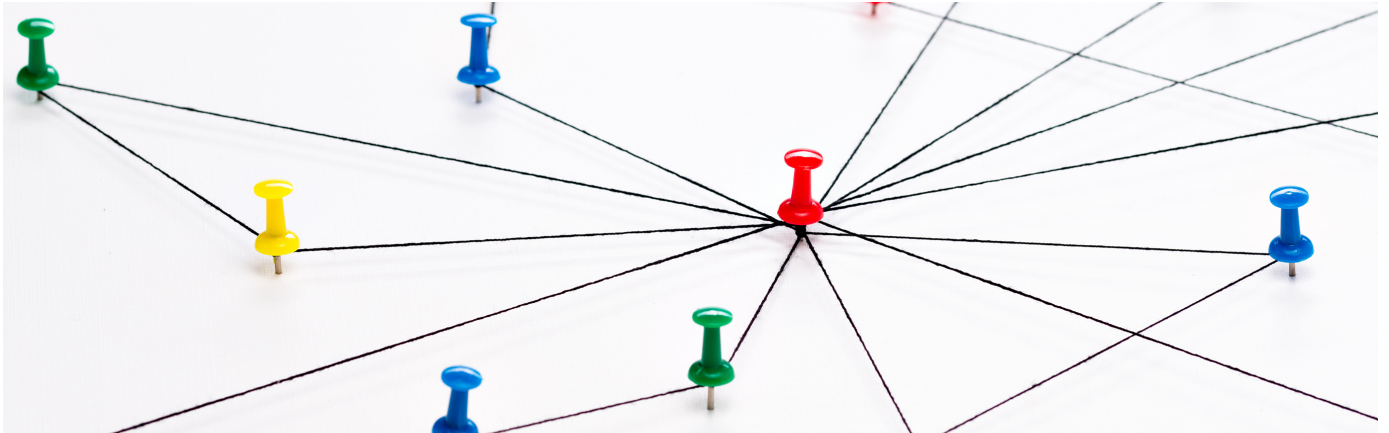


MAKING THE CONNECTION

BATES CONSULTING GROUP LLC BUSINESS ALERT



Capital Access

In case you didn't know...

What: The State of NY has announced a new loan program to support small businesses, nonprofits and small landlords as they reopen post-COVID.

Who Benefits: New York Forward Loan Fund (NYFLF) targets small businesses with 50 or fewer full-time equivalent (FTE) employees (90% of all businesses), nonprofits and small residential landlords that have seen a loss of rental income.

Use of Funds:

Covers upfront expenses to comply with guidelines (e.g., inventory, marketing, refitting for new social distancing guidelines) under the New York Forward Plan.

Eligibility:

Working capital loans to small businesses and nonprofits that did **NOT** receive a U.S. Small Business Administration Paycheck Protection Program of greater than \$500,000 or an Economic Injury Disaster Loan (EIDL) for COVID-19 of greater than \$150,000, and small landlords.

The loans are not forgivable in part or whole. The loans will need to be paid back over a 5-year term with interest.

Information: <https://esd.ny.gov/nyforwardloans-info>

Need Help: Contact: Lesia@batesgroupnyc.com or 917-862-1689

Covered in this update:

CAPITAL ACCESS:

**NEW YORK FORWARD
LOAN FUND**

BUSINESS SPOTLIGHT:

GOALSETTER.CO

Business Spotlight



goalsetter

WWW.GOALSETTER.CO

What: Goalsetter is a hot new smart money app for the whole family. Grown-ups. Kids. Tweens. Teens.

Who: A mission-driven FinTech company founded by a black female executive and Mom. Founder and CEO Tanya Van Court is on a mission to help kids and families save, learn and grow money. She believes that every family in America deserves to realize the American dream.

Why It Matters: The future of Black and Brown children and their families are at stake due to a widening wealth gap. Black Americans will have a negative net worth by 2053 and Latinos projected to have a negative net worth 20 years earlier.

Target Market: Black and LatinX families and children across all socio-economic levels. Financial security is a must have for all children.

Early Wins:

Appeared on SharkTank

Featured iOS App of the Day.

Drafted several professional athletes, entertainers and corporate executives to support the cause



"BUSINESS IS OUR
PASSION. HELPING
CLIENTS REACH THEIR
DESTINATION IS OUR
MISSION."

Ways to Support:

- Download the App for your entire family through the App Store or Google Play
- Spread the Word - family, friends, social media, colleagues, employers, educators, elected officials, community leaders,
- "Draft a Kid" with a deposit of \$40 or \$100 (\$40 deposit into a savings account and 5 years of financial education) will help to put our children on the path to financial security
- Contribute to Goalsetter Foundation, 501(c)3 organization located at 415 Madison Avenue, Suite 400, New York, NY 10017
- Help Goalsetter Access Investment Capital

For More Information:

Contact Tanya Van Court at Tanya@goalsetter.co or 347-537-8752 for more information.

<https://www.goalsetter.co>

In Case You Didn't Know...

- Being the boss is tough. Don't try to take on the problems of the world alone. Having a strategic advisor can make all the difference. We can help with:
- *Strategic Planning* (Business and operating model refresh, market and product expansion, new business formation)
- *Finance and Operations* (PPP Loan Forgiveness, PPP 2nd Draw requests, budgeting, financial forecasting, audit prep, business contingency and return to work (RTW) planning)
- *Product and program innovation* (small business advisory and loan program development, M/WBE initiatives, disaster recovery, build to scale models)
- *Thought Leadership* (small business, real estate, affordable housing, social finance, and community and economic development)

Message from the CEO

Making the Connection was created to connect business owners and nonprofits to essential resources to help them grow and thrive. Despite the ongoing challenges faced by many businesses during the pandemic, resources from government, philanthropy, industry and individuals provide much needed support for small businesses and nonprofits, which are the "heartbeat" of our economy.

At Bates Consulting Group LLC, we believe in the power of 3: (1) Strategy; (2) Execution and (3) Capital Access. Our success is measured by the success of our clients. In making connections between buyers and sellers to services, resources and capital, we are doing our part to help make the heart of America that much stronger.

We are here to help.

Lesia