



THREAD CAPITAL

A subsidiary of the NC Rural Center

An Introduction to Thread Capital

We connect small business to opportunity.

What Is Thread Capital?

A new non-profit subsidiary of the NC Rural Center

- Founded in May 2018
- Based in Raleigh
- 6 full-time staff
- Serves all 100 counties



Why Does Thread Exist?

- We believe that the best way to change the economic mobility of NC residents is to ensure that EVERYONE has access to the resources they need to start or expand a small business.
- Communities that have lost key employers must reinvent themselves, and entrepreneurship is a key component.
- Under-resourced entrepreneurs typically lack the necessary capital, coaching, and connections they need to maximize their entrepreneurial potential.
- Lending decline post recession
 - Rural Center research found a 17% decline in small business lending from 2010-2015



Who Are Our Clients?

Thread anticipates serving North Carolina small businesses who have traditionally been underserved.

- 60% existing (>1 year revenue) businesses
- 40% start-ups (<1 year revenue)
- 70% rural
- 60% people of color
- 40% women-owned
- 10% Veterans



What services does Thread Capital provide?

CAPITAL



COACHING



CONNECTIONS



Capital

Along with our statewide network of lending partners, Thread Capital offers financing customized to the needs of individual businesses, with options from \$500 to \$5 million.

- Small Business Loans (up to \$50,000)
- Disaster Recovery Loans (up to \$250,000)
- Referrals to other lenders based on fit



Coaching

Running a small business is hard, with a small margin for error. Thread Capital wants to help entrepreneurs reduce some of the risk by sharing lessons learned from other business owners.

Thread provides entrepreneurs with feedback on business plans, marketing strategies, credit improvement, financial record keeping, etc.



Connections

We know how hard it can be starting, sustaining, and growing a small business. We also know how important personal networks can be to the success of an enterprise.

Thread, and the NC Rural Center, have a large existing network of partners across NC and we seek to provide connections to that network for business owners when



Questions?

JaLisha Richmond

Loan Officer

jalisha@threadcap.org

919-212-4942

www.threadcap.org



**THREAD
CAPITAL**

A subsidiary of the NC Rural Center