



BORROWER GUIDE: YOGA TEACHER TRAINING

WHY WE FINANCE?



WHAT IS WEFINANCE

- WeFinance is a crowdfunding platform for your loans.
- Why pay the bank interest on a loan, when you can pay your friends, family, or coworkers instead?
- You set the terms. We don't believe in credit scores. We believe in your relationships.

3 SITUATIONS WE CAN HELP WITH

- 1. I want to start my journey to become a yoga instructor but my finances make it difficult.
- 2. I want to do an international yoga retreat but my finances make it impossible this year.
- 3. I took a crappy loan that I want to refinance now that I have a great job and an expanded network.

How WeFinance Works

Borrower

Create Listing

STEP 01



STEP 02

Promote to Your Network

Lenders Outside Your Network Join in

STEP 03



STEP 04

E-Sign Loan Agreements

Receive Funds

STEP 05



STEP 06

Funds Sent Monthly Automatically

Lender

Browse Listings

STEP 01



STEP 02

Confirm Pledge

Link Bank Account

STEP 03



STEP 04

E-Sign Loan Agreements

Funds Move to Borrower

STEP 05



STEP 06

Funds Received Monthly Automatically

COMPARING LENDERS

	WEFINANCE	BANK / ETC.
LENDERS	FRIENDS / FAMILY / COWORKERS / YOGA INSTRUCTORS	FINANCIAL INSTITUTIONS
RATES	YOU DECIDE	5% TO 19%
DETERMINING FACTORS	YOUR NETWORK	YOUR CREDIT SCORE
LENDER'S MAIN GOAL	HELP YOU	MAKE MONEY
LENDER'S SECONDARY GOAL	MAKE MONEY	DE-RISK INVESTMENT



HOW TO CREATE A GREAT LISTING

BACKGROUND

- Start with your background...
 - What did you study? Where?
 - Where do you work now? Before?
 - What's your career aspirations?

BACKGROUND: SAMPLE #1

- I studied Systems Engineering at Washington University in St. Louis.
- I worked at Boeing as a Systems Engineer for 3 years, working on the research and technology team.
- I'm looking to pursue my passion of becoming a yoga instructor!

BACKGROUND: SAMPLE #2

- I went to Embry Riddle Aeronautical University
- I was a Aircraft Technician for the United States Navy for 5 years before leaving the service.
- I'm hoping to become a fitness instructor, but specifically a yoga instructor.

PURPOSE

- Explain how you're going to use the funding...
 - Are you investing to develop your career?
 - Doing an international yoga retreat?
 - Paying down your loans?

PURPOSE: SAMPLE #1

- I'm joining a great yoga training program but it'll require me to travel from Boston to NYC monthly.
- The program is taught by one of the most prestigious yoga instructors in the world.
- The program will teach me the skills to be a yoga instructor and to eventually open my own studio.

PURPOSE: SAMPLE #2

- I took an aggressive loan from the bank to do my yoga training.
- I got a job as a yoga instructor in a studio in NYC.
- My coworkers were shocked that I had a 15% interest rate loan and wanted to lend me money at 5%.

PERSONALITY

- Provide details about your personality and character that people can relate to...
 - Are you a scuba diver? Kitesurfer?
 - What languages do you speak?
 - Why should you be trusted?

PERSONALITY: SAMPLE #1

- I love running, volleyball, and traveling. When I was in college, I was a part of Engineers Without Borders and a volunteer at the St. Louis Children's Hospital.
- I speak French and Turkish and have been able to practice it on trips to Paris and Ankara last year!
- One of the reasons I love yoga is that it will allow me to travel around the world and work with a diverse range of people.

PERSONALITY: SAMPLE #2

- I'm super interested in fitness and quantified self.
- I've always been a fitness buff and love to snowboard and run marathons.
- One of the Navy's core principles is to, "give an honest effort in the performance of your duties." If someone lends me money, repaying them is now my duty.

ENDORSEMENTS

- Ask family, friends, and coworkers for endorsements...
 - Why are they reliable?
 - Why should you lend them the money?
 - Why are they worth the risk?

ENDORSEMENTS: SAMPLE #1

- I worked with Nicole at Boeing. She is one of the hardest and most diligent people I know. I want to help her pursue her passion.
- Nicole and I went to school together. She was involved in student leadership and always wanted to travel the world. I'm confident that, whatever direction she takes, she'll be making the world a better place!

ENDORSEMENTS: SAMPLE #2

- I work with Patrick at a fitness studio in SoHo and there's only one word to describe him, amazing! I'm shocked he's paying 15% interest and I'm helping him refinance because he's a good investment.
- Patrick and I were both in the Navy a few years back. Why do I trust him with my money? I've trusted him with my life a few times already (when we were fixing, maintaining, and flying a huge anti-submarine aircraft).

SHOWCASE

- Showcase who you are...
 - Select a good photograph — a photo is worth a thousand words! — that embodies your personality.
 - Do you have a video or images showing why you're passionate towards this path?
 - Share other social links. What else do you hang out on the internet? Twitter? Instagram?

LOAN TERMS

- Explain your reasoning for the terms...
 - Why $x\%$ interest?
 - Why x months?
 - Why the deferral?

LOAN TERMS: SAMPLE #1

- I picked a 4% interest rate because, as an engineer, I'm a relatively low risk even if I can't find a yoga job — I can always go back to it if necessary.
- I chose 3 years because it seemed like a good time frame to pay off the loan without impacting lifestyle.
- I wanted a 6 month deferral since the program is 3 months long and the average time to find a job after the program is 3 months.

LOAN TERMS: SAMPLE #2

- My coworkers are happy to lend to me at 5% but I'm comfortable paying 6% — which is a lot less than my previous loan!
- I chose 1 year because I hate having debt — it's like a bad cloud. I want to pay it off as fast as possible.
- I didn't pick a deferral. I'm already working and want to pay off my debt ASAP.



HOW TO GET FUNDED

SHARING

- When you share your listing...
 - Present yourself as an investment opportunity. It's not a handout — it's a loan with interest.
 - It's a win-win situation. Why give money to the bank when you can give it to people you know?
 - Don't be afraid. No, it doesn't look bad. You're being proactive (rather than negligent).

SHARING: SAMPLE #1

- Hi Kate! I mentioned that I'm raising money through my network to do my yoga training. I'm using WeFinance, a platform I trust, to crowd fund and manage my loan and automatically repay my lenders.

Since you're one of my closest friends, I wanted to reach out to see if you would write me a brief endorsement or pledge to my listing. I would rather pay you 4% (especially since the bank only gives you 0.1%!) instead of paying the bank 8% for a loan.

SHARING: SAMPLE #2

- Hey Devon! It's been an amazing 2 months working with you and SoHo Yoga! I mentioned to Phil that I had a 15% loan from getting my training and he offered to help me refinance it at a better rate. I'm currently using WeFinance, a new crowdfunding platform for loans, to do it. I rather pay interest to my coworkers, not the bank!

WeFinance manages the repayment and everything else. I would love an endorsement of the work I've been doing and it would be amazing if you made a pledge.

SHARING TIPS

- Create a posting schedule for different social networks.
- Customize your message for medium/network.
- Engage your network; answer questions and concerns.
- Push hard at the beginning and at the end — most funding comes at the beginning and at the very end.
- Encourage friends and family to share!

QUESTIONS?

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