

Success through Partnership

Eastern Bank/Accion Referral Relationship

Andrea Ierace and Ting Wong

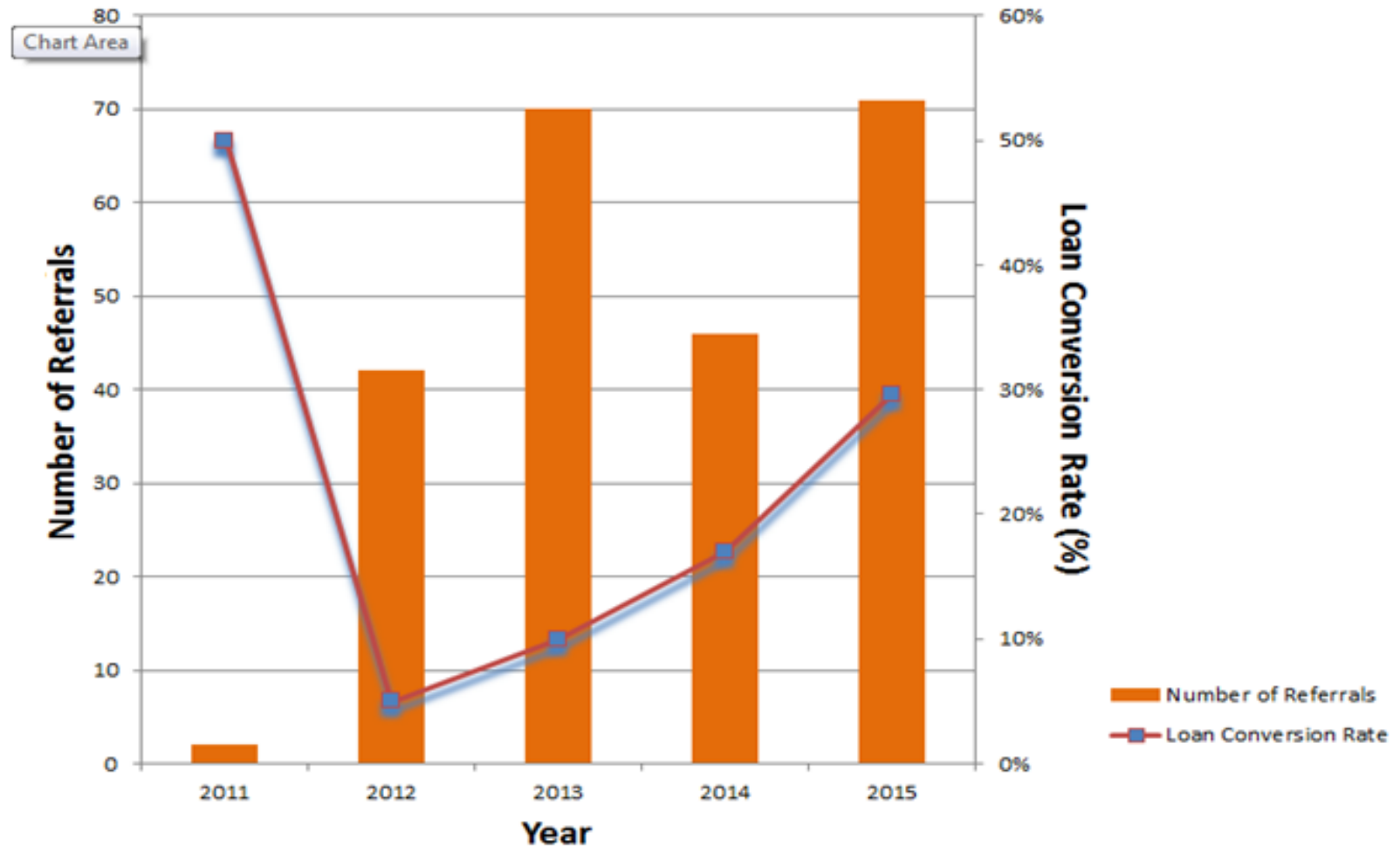
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ACCION

Who is Accion?

- National non-profit loan fund serving over 40 states
- Almost 25 year history; 15 years in New England
- Offer startup loans (up to \$10K), microloans (up to \$50K) and now small business loans (up to \$250K)
- In 2015, Accion...
 - Funded ~ \$10MM to 1,163 businesses (1 every 2 hours)
 - Trained and supported ~ 10,000 business owners
 - Created and sustained 2,540 jobs
 - Received 4-star Charity Navigator (only 19% achieve)
 - Achieved again #1 SBA Microlender status in MA
 - **Funded 21 Eastern bank clients with over \$230K**

Eastern/Accion Partnership Took Off in 2015



Eastern's Strategic Priorities

Accion can help achieve what we understand to be your goals

Bank Priorities	Accion Fulfills?	How?
Enhancing the customer experience	✓	<ul style="list-style-type: none">• Support and training• Funding client• High NPS score
Talent diversity	✓	<ul style="list-style-type: none">• Extension of team• Language skills• Time
Creating a coaching culture	✓	<ul style="list-style-type: none">• Site visits with client• Coaching events• Client management
Acquiring new customers	✓	<ul style="list-style-type: none">• Client retention• Positioned for growth• Word of mouth

Priority: Enhancing the Customer Experience

Net Promoter Score (NPS) is the gold standard for companies who want to translate customer experience into profitable growth.

NPS SCORES ^{(1),(2)}	
Accion East, Inc.	84%
USAA – Banking	78%
Apple – Smartphones	70%
Amazon.com	69%
Southwest Airlines	66%
Trader Joe's	63%
Netflix	50%
American Express	36%
Financial Services Industry	29%

Partnering with Accion East can positively differentiate your bank, retaining clients and growing future business

1. Organizational average since inception in July 2014 and through February 2015.
2. Satmetrix 2013 Net Promoter Industry Benchmark (Source: www.researchscape.com)

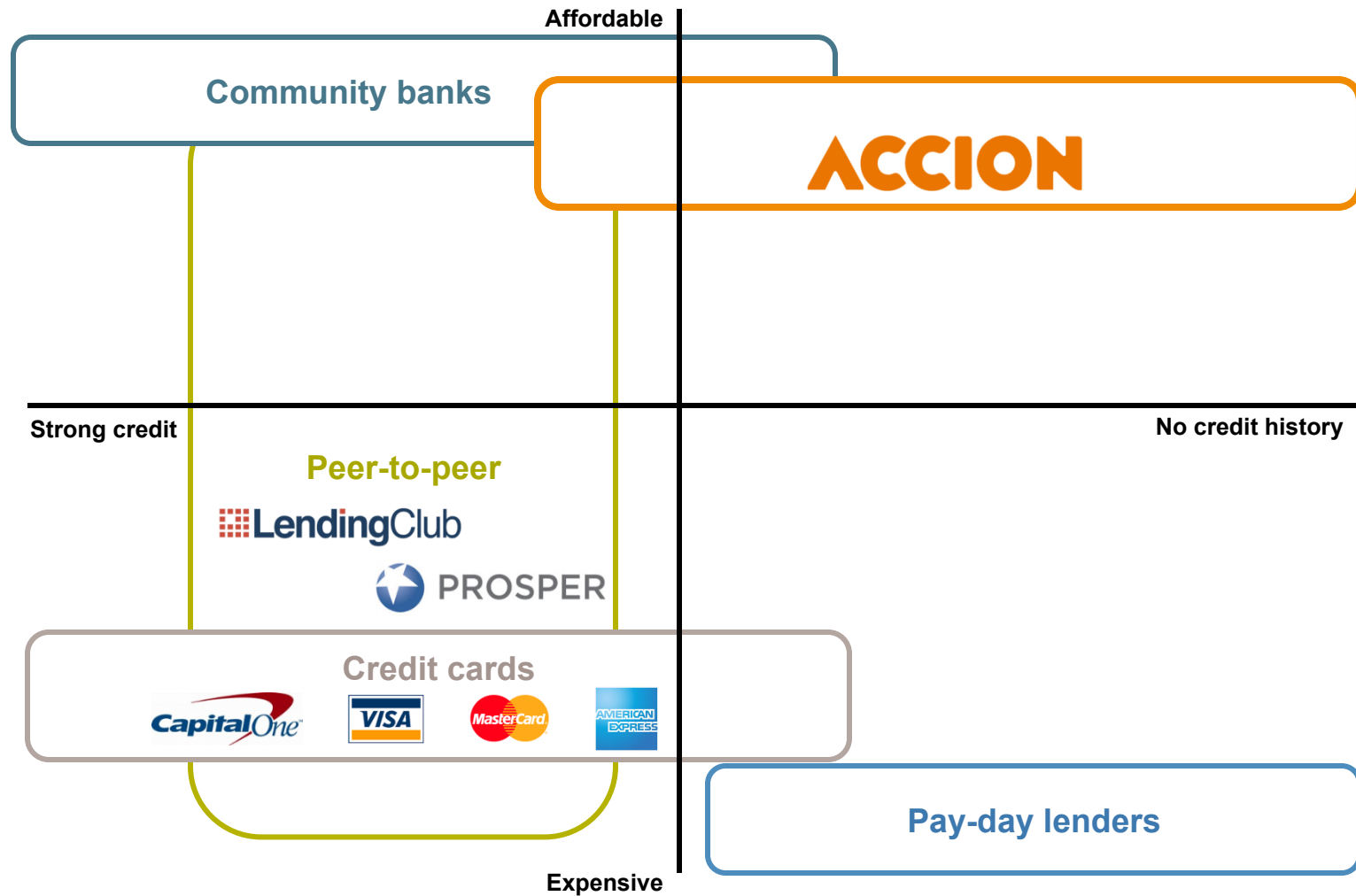
Priorities: Coaching and Talent Diversity

- **COACHING ON BUSINESS DEVELOPMENT**
 - Eastern banker coaches clients on Accion
 - Accion funded \$233,153 to 21 small businesses referred by Eastern Bank
 - Accion and Eastern banker partner to develop client
 - Accion supports French, Italian, Spanish and Portuguese languages
- **COACHING ON FINANCIAL EDUCATION**
 - Eastern Bank and Accion co-hosted 3 workshops
 - Accion provided 215 hours of one-on-one financial training to 109 business owners referred by Eastern
 - Additional touch points and follow up for banker
- **COACHING ON LEADERSHIP**
 - Eastern banker develops board leadership through Accion's New England Advisory Board
 - Networking opportunity with other business bankers
 - Regional lens to small business challenges
- **ACCION STAFF OFFERS TALENT DIVERSITY AS EXTENSION OF EASTERN TEAM**



New England Manager of Lending, Andrea Ierace, provides financial education to entrepreneurs in Massachusetts.

Priority: Acquiring New Customers

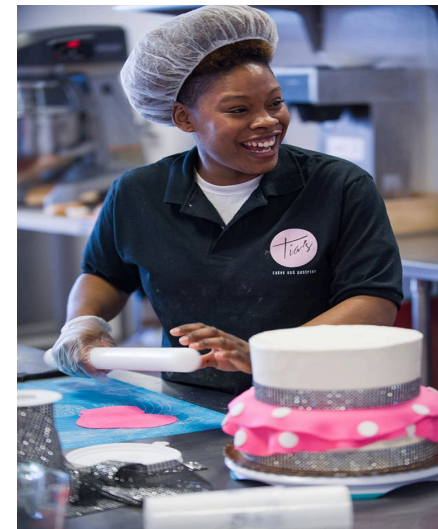


Note: Logos are intended to serve as illustrative market examples only.

Priority: Acquiring New Customers



- Tailored loan programs
 - Limited credit history
 - Small capital needs
 - High risk industries
 - Under two years in business
- One-on-one technical assistance
 - Informal financial documentation
- Mentoring Programs
- Community Partners & Networking












Summary of Accion's value-add for banks

VALUE PROPOSITION

- We offer a **simple** referral process
- No legal agreement required
- We **personalize** our services
- We **serve startups** and **credit challenged business owners**
- We are **flexible** and **fast**
- We **educate** and **support** your clients
- We help **retain** and **grow** your clients
- We make YOU a **hero!**

STRONG AND EXPANSIVE PARTNERSHIPS

	Grants	Referrals	Capital
	X		
	X	X	X
	X	X	X
	X	X	
	X	X	X
	X	X	X
	X		
	X	X	X
	X	X	X