



NEWWITY

**Your source for small business capital**

# NEWITY Speakers



Luke LaHaie  
Co-Founder, Co-CEO

## Role

- Overall product strategy and daily management
- Extensive finance, consulting, and accounting industry experience

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Adam Zaabel  
EVP, Credit & Underwriting

- Origination, forgiveness process management and financial analysis
- 8+ years of direct lending, due diligence experience

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# Introduction

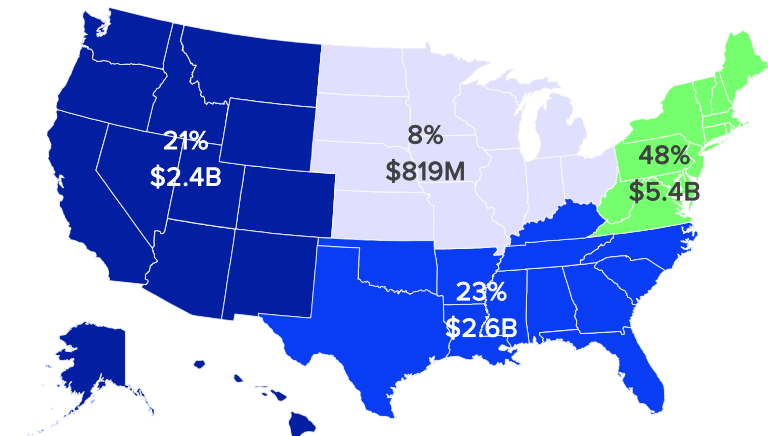
NEWITY is a Chicago, IL-based leading non-bank originator and servicing partner that provides complete loan solutions and other core products for small businesses

- Founded in 2020, focused on empowering small businesses across America with access to capital
- Established at the beginning of the Paycheck Protection Program (“PPP”) to intermediate, fund, and service PPP loans
- Evolved PPP technology to streamline the SBA 7(a) loan application process for small businesses
  - Businesses can determine their eligibility for an SBA 7(a) loan in less than 10 minutes without impacting their credit score
  - Ineligible businesses are provided alternative loan options to help them scale into an SBA 7(a) loan in the future
  - Businesses are supported throughout the process by dedicated loan specialists and a 100% U.S.-based customer service team that is available by phone, chat, or email for personalized support
- Dedicated to providing capital access to traditionally underserved segments of the small business community


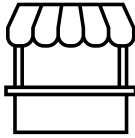

## NEWITY by the Numbers

<b>\$3.0 billion</b> Loan Originations to Date	<b>\$11.4 billion</b> Total Loans Served
<b>\$22.8 million</b> SBA 7(a) Loans Originated YTD	<b>\$66,171</b> Average SBA 7(a) Loan Size YTD
<b>\$75 million</b> Total Filed Tax Credits	<b>235,000</b> Member Business Contacts

## Loans Serviced by Region



# SBA Loans In Illinois

	 PPP	 SBA 7(a)	 NEWITY SBA + PPP
NEWITY Value-Add			
Up to \$25,000	465,791 loans \$7,009,546,800	125 loans \$2,519,000	2,555 loans \$34,544,289
\$25,001 to \$350,000	136,366 loans \$12,250,143,415	552 loans \$83,822,800	1,111 loans \$99,291,717
\$350,001+	17,892 loans \$18,041,925,990	286 loans \$368,512,500	128 loans \$103,022,613
Total	620,049 loans \$37,301,616,205	963 loans \$454,754,300	3,794 loans \$236,858,619

“There are gaps in this marketplace of small dollar loans ... even within our lending programs, although we had a record year of \$44 billion, we only did 18,000 loans under \$150,000. Our own SBA loans are in decline and there are less lenders willing to do those loans.”

- Isabella Guzman (SBA Administrator)

# NEWITY's Technology Platform

NEWITY's user interface streamlines the lending and servicing process for both referral partners and members

1

## Member Care

- NEWITY serves each member with a personalized approach
- Efforts are supported by NEWITY's Smart Portal, allowing for an enhanced, efficient experience for customers
- User support provided through AI and a real, dedicated support team

2

## Simple and Straightforward

- NEWITY's Portal keeps all member information in one place
- Business owners can access services from anywhere, at any time

3

## Regulations Experts

- Specific regulations surrounding every loan and capital program can be quickly integrated into the platform
- NEWITY is at the forefront of changes, such as the SBA's recent SOP updates

The image displays the NEWITY user interface on both a mobile app and a web browser. The mobile app screen shows the 'LOANS' section with details for an 'SBA 7(a) Loan' (\*\*\*\*7890), including 'Application Submitted', 'Loan Amount: \$900,000.00', 'Loan Interest: 2%', and 'Loan Term: 18 months'. It also features a 'Loan Payment Information' link and a 'Need another loan?' prompt. The web interface shows the 'Loan Request' form, which includes a 'Request Summary' section with options for 'Working Capital' and 'Equipment'. Below this, there are fields for 'Date of Business Establishment', 'Current Number of Employees', 'Annual Revenue' (with a table for 2020, 2021, and 2022), and 'Business Debt Outstanding'. The form has 'Save & Continue' and 'Exit' buttons at the bottom. A small chat bubble in the bottom right corner says 'Hi! Welcome to NEWITY!'.

NEWITY

Last Saved at 9:25 am on 10/04/2023

Loan Prescreening

9:41

NEWITY

LOANS

**SBA 7(a) Loan**  
\*\*\*\*7890 Application Submitted

Loan Details ^

Loan Amount **\$900,000.00**

Loan Interest **2%**

Loan Term **18 months**

Loan Payment Information

**Need another loan?**

**Loan Request**

**Request Summary**

How do you plan to spend your loan?

**Working Capital**  
Working Capital loans provide your business with financing for a variety of business needs.

**Equipment**  
Equipment Loans are used to finance pieces of equipment that your business needs to thrive.

Select at least one.

**Date of Business Establishment**  
MM/DD/YYYY

**Current Number of Employees**  
Provide the current headcount of full-time employees.  
Employee Headcount

**Annual Revenue**  
Please enter your Annual Revenue for the following years as it appears on your most recent tax return.

2020	2021	2022
\$0.00	\$0.00	\$0.00

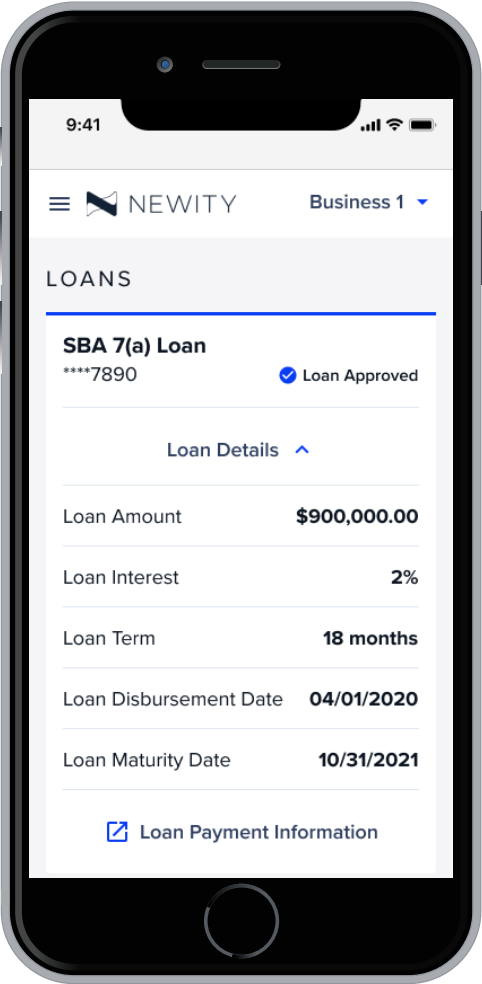
**Business Debt Outstanding**  
Provide the current amount of outstanding business debt.  
\$0.00

Save & Continue Exit

Hi! Welcome to NEWITY!

# Customer Portal

NEWITY's portal is an intuitive, easy-to-use interface that enables small businesses to apply for loans and ERC and purchase other business services products. NEWITY continuously rolls-out further enhancements and integrations



Navigation bar to edit user and business information, toggle to multiple businesses, find helpful guides and links

Real-time loan data and self-service payments available, on the dashboard



Live chat is managed by NEWITY's customer service team

# Customer Education

NEWITY regularly hosts webinars, sends weekly newsletters, and writes insights articles to educate small businesses about accessing capital and news that impacts the community

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## Business Insights

Being an entrepreneur requires initiative, drive, capital and ingenuity.

We have compiled a collection of informational insights to help you grow your business.



## Business Credit 101: Establishing & Maintaining Credit.

Please join us for the  
October 11th at 11am C

This webinar will cover  
maintain business credit  
strong financial education



## SBA's New Regs Could Mean More Money for Your Business.

You may have seen [recent articles about new SBA 7\(a\) rules](#) that create flexibility for lenders to approve larger loans with fewer qualification requirements.

Why aren't these well-intended changes immediately increasing entrepreneurs' loan approvals? Should you wait to apply?

### Here's the scoop:

1. **Lenders need time to adjust** — While the SBA has announced the new rules for the 7(a) program, the method to carry out these rules has not been established. This leaves SBA lenders without exact instructions on how to abide by the latest procedures. Since lenders are subject to many types of regulators, lenders want to be

### What v

- What contributes
- Financial basics for
- Credit reporting a
- Hear from a NEW
- NEWITY
- FAQs

### Meet Ron Tornari – Chefs fo

"I think NEWITY cares, they understand the small know what we went through. NEWITY made me fr working for

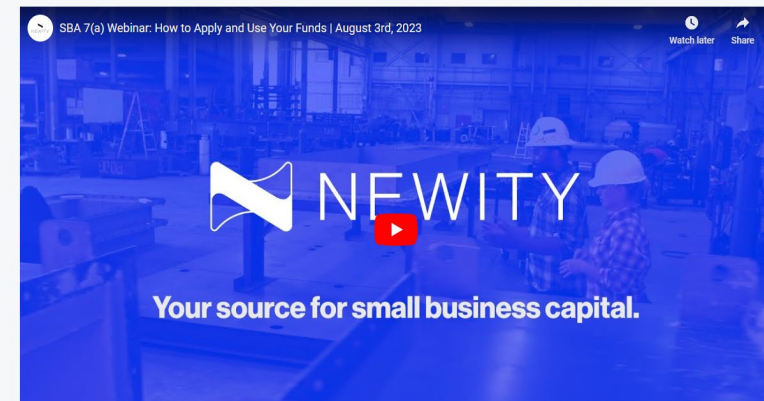


### CEO Spotlight – Breef Mark

Brief Marketing CEO George Raptis Answers Top Business Owners 1. What is the number one mis for small businesses?

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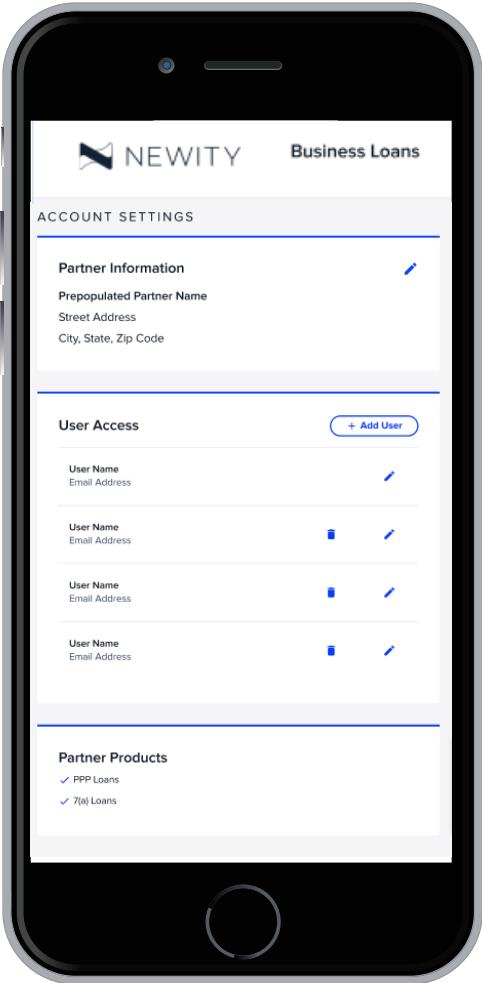
## Webinar – SBA 7(a) Loans | How to Apply & Use Your Funds





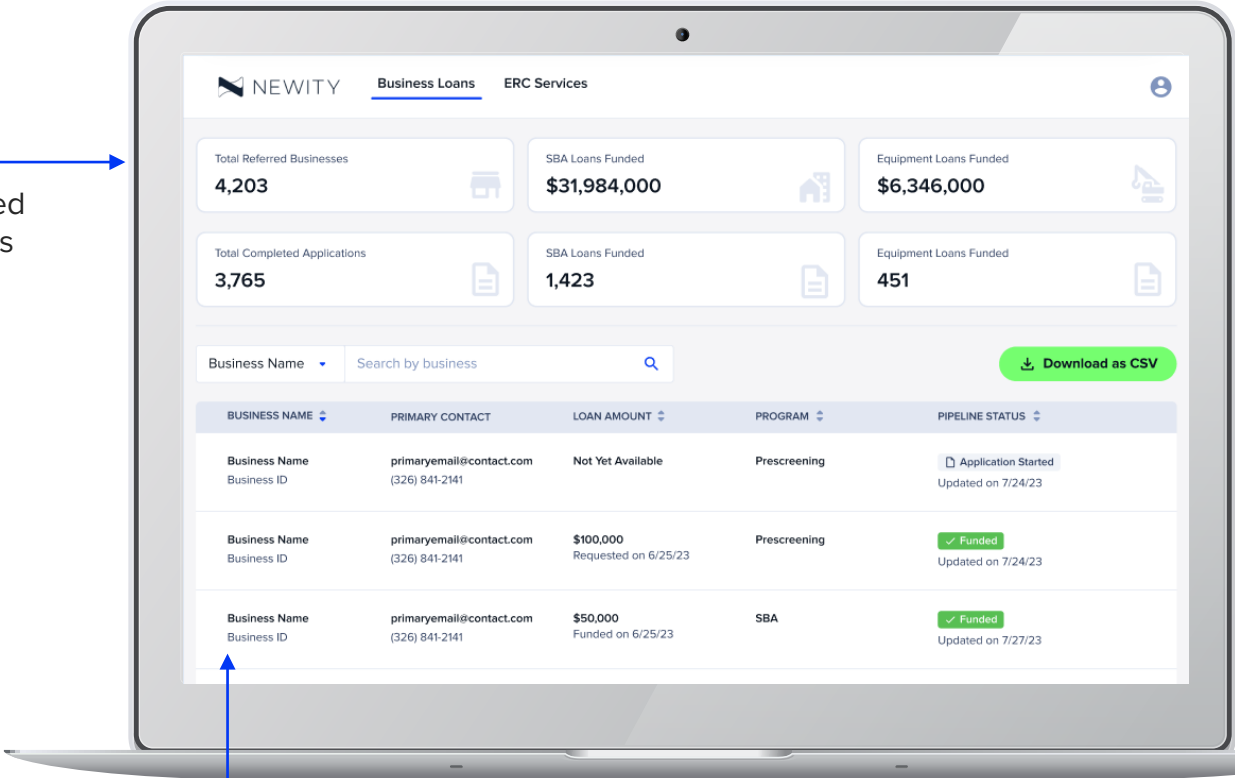
# Partner Portal

In addition to the customer portal, NEWITY provides access to the real-time status of referred clients' loan applications



Summary of referral relationship, outlining the number of clients referred and the quantity of funded businesses

Grant access to multiple users within your organization



Real-time monitoring of referred client application status



# Application Demo



# Loan Application Process (up to \$250k)

SBA 7(a) working capital loans up to \$250,000 are available in the portal

## Immediate

Register account via NEWITY portal

Create new account via [portal.newitymarket.com](https://portal.newitymarket.com)

Secure access via multi-factor authentication

## 15 Minutes

Prescreen application to determine eligibility

Begin prescreen application via the link within the portal

Provide basic business and ownership information along with answers to SBA eligibility questions

Automated decisioning with immediate offer for qualified loan product(s)

After loan offer selection, upload required documentation

Questions? Get in touch with NEWITY's relationship managers

- Chat with loan specialists within application portal
- Schedule a call with the loan specialist team
- Relationship manager will reach out directly once an application is submitted

## 7-10 Business Days

Underwriting and credit teams complete review and decisioning

Loan application is assigned to NEWITY's underwriting team for review

Tax transcripts are requested from the IRS

After initial screening, the application is moved to a credit manager for final review and approval

Eligibility Requirements (see SBA presentation for more details):

- 1+ years in operation
- US based location and operations
- Owner supported / funded
- \$50,000 avg. revenue
- 650 FICO of majority owners
- SBA size and eligibility

## 4-7 Business Days

Closing team completes file preparation, approval and funding

NEWITY works alongside the customer to complete required SBA approval and documentation procedures

Complete application gets submitted to ETRAN via API for SBA approval

Customer and preliminary loan info are automatically onboarded to loan servicing platform via API upon SBA approval

Final loan info is onboarded to loan servicing platform upon funding of the loan and loan servicing begins

## Immediate

Servicing made easy via online control panel and robust customer service

Self-service payments, loan statements, and account profile editing available for every customer on their control panel

Customer service available for questions and assistance

# What's Next?

Refer small businesses via referral link

Illinois SBDC



or



Illinois APEX Accelerator



<https://newitymarket.com/rp/illinois-sbdc/>

<https://newitymarket.com/rp/illinois-apex-accelerator/>

*Alternatively, NEWITY can create a unique referral link for your chapter if you'd like to more closely track the status of your referrals*



NEWITY

[NEWITYmarket.com](https://NEWITYmarket.com)