



BORROWER GUIDE: YOGA TEACHER TRAINING

# WHY WE FINANCE

A group of approximately ten people are sitting on a sandy beach, facing the ocean. They are dressed in casual, athletic-style clothing. The scene is set during sunset or sunrise, with a warm, golden light illuminating the sky and the water. The sky is filled with large, soft clouds. In the background, a rocky, forested hillside meets the beach. The overall atmosphere is peaceful and contemplative. The text 'WHY WE FINANCE' is overlaid in a bold, yellow, sans-serif font across the middle of the image.

# 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 Campaign

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

Repayment Sent Monthly Automatically

## Lender

Browse Campaigns

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	OTHER LENDERS
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 CAMPAIGN

# 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 campaign...

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 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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