

FOR IMMEDIATE RELEASE



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Justine PETERSEN Steers St. Louis Entrepreneurs to New Online Lending Tool

TILT Forward™ Helps Businesses Access Capital, Leap Funding Hurdles

St. Louis; Friday, Oct. 19, 2012 — **Justine PETERSEN** has committed to help local entrepreneurs secure business capital with **TILT Forward™**, a new **online lending platform for microbusinesses**. Justine PETERSEN (JP) is introducing the TILT Forward technology locally and statewide in partnership with the ***One in Three Alliance***.

The *One in Three Alliance* is a national movement powered by the [Association for Enterprise Opportunity](#) (AEO) to increase awareness of microbusinesses—enterprises with five or fewer employees—and their vital contribution to the nation's economy. In fact, there are 25.5 million U.S. microbusinesses employing 31 million people.

Despite their importance, these businesses too often encounter tremendous **challenges in acquiring basic resources** that shape their potential to expand—or exist.

Financial Edge

"TILT Forward™ positions microbusinesses for long-term success because it **removes barriers to funding access**, a significant and recurring stumbling block for many businesses," says Connie Evans, president and CEO of AEO. "**Microbusinesses represent nearly 90 percent of all U.S. businesses**, and have proven themselves as critical agents to the **nation's economic and employment health**. We must recognize their value, equip them for sustainability, and ensure they have the ability to grow and hire — TILT Forward is helping to do that."

TILT Forward is an innovative underwriting technology platform powered by On Deck Capital that allows microbusinesses to apply for **working capital loans of \$150,000 and lower**. Loans of this size are typically too risky and expensive using traditional purely commercial underwriting approaches. If approved, borrowers can customize their loan package to fit their unique needs.

Justine PETERSEN is a strategic partner in the *One in Three Alliance*, and the program liaison for St. Louis and Missouri. As part of its partnership in the *One in Three Alliance*, the local not-for-profit will host an official **launch at its offices on Wednesday, Oct. 24, 2012 at 3:30 p.m.**

"Justine PETERSEN is both honored and excited to be part of the national pilot for TILT Forward," states Robert Boyle, CEO of JP. "We have a legacy of innovation, and TILT Forward is the next chapter."

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The **national program is being launched first in St. Louis** and Missouri with JP's growing statewide network of partners.

In addition to applying for loans, business owners will be able to use the online portal to get paired with organizations that provide services to help sustain or expand microbusinesses.

"TILT Forward underscores collaboration, further enhancing the 'one-stop-shop' for microbusinesses," Boyle adds.

Personal Touch

One chief element of the platform is *One in Three Alliance* members— **trusted not-for-profit community lenders** who have more flexibility to underwrite. Another platform cornerstone is its advanced technology.

"TILT Forward provides, Evans says, the **ideal balance of human judgment with technology**, which allows our partners to serve their clients quickly, and fairly."

The essence of AEO's *One in Three Alliance* is that **if one in three Main Street microbusinesses hired just one employee, America would reach full employment**. Evans says TILT Forward enables community lenders and businesses to make that a concrete reality.

"TILT Forward™ gives business-service providers, such as our partners at JP, a **tremendous vehicle to position microbusinesses for enduring success**, and to unleash the power of these businesses," Evans says.

ABOUT the TILT FORWARD LAUNCH EVENT

Date: Wednesday, Oct. 24, 2012

Time: 3:30 p.m.

Location: Justine PETERSEN, 1023 N. Grand, St. Louis, Missouri

Contact information: Galen Gondolfi, 314-533-2411 x132, ggondolfi@justinepetersen.org

INTERVIEW OPPORTUNITIES

Connie Evans, president and CEO, Association for Enterprise Opportunity (AEO)

Robert Boyle, president and CEO, Justine PETERSEN

James Hobson, COO, On Deck Capital

ABOUT the TILT FORWARD PARTNERS

About the One in Three Alliance

AEO is the national nonprofit organization and business trade association representing the U.S. microbusiness development industry. Its 400-plus member and partner organizations provide training and resources to entrepreneurs across the United States. Its *One in Three Alliance* is a national movement to create awareness that if one in three Main Street businesses hired one additional employee, the country would reach full employment. Learn more [here](#).

About Justine PETERSEN

Justine PETERSEN is teaming with One in Three to present TILT Forward™ to St. Louis microbusiness owners. PETERSEN is a not-for-profit organization with a proven track record of helping small businesses that are overlooked by mainstream financial institutions to access safe and affordable capital. Visit them online at <http://justinepetersen.org>

About On Deck Capital

On Deck Capital is a technology partner of AEO's *One in Three Alliance*. On Deck's proprietary platform efficiently identifies creditworthy small businesses that have long been overlooked by mainstream methods, and delivers capital to these businesses faster than ever. On its own, On Deck has delivered more than \$300 million to Main Street businesses since 2007. By partnering with AEO's *One in Three Alliance*, On Deck is extending its world-class data analytics and loan process automation to non-profit community lenders across the United States.