

**October 19 2022 Webinar
Selecting and Funding Social Franchisees**

Time	Topic	Speakers
10:00 am ET	Introductions	Hachemi Aliouche, Director – UNH Rosenberg International Franchise Center Marla Rosner, Chair - IFA Social Sector Task Force
	Panel Peter Holt: -How does a commercial franchisor find and select franchisees? -How are commercial franchisees funded?	Moderator: Marla Rosner Peter Holt, CEO – The Joint Chiropractic
	Beth Meadows: -Description of Mercado Fresco -How are Mercado Fresco franchisees identified and selected? -How are they funded?	Beth Meadows, Founder and CEO – Supply Hope / Mercado Fresco
	Linda Toussaint : -Description of Unjani -How are Unjani franchisees identified and selected? -How are they funded?	Lynda Toussaint, CEO – Unjani Clinics
	Introduction of KIVA and Jibu	Marla Rosner
10:45 a.m. ET	Michelle Schenck: -Presentation of KIVA -KIVA’s criteria for funding a social franchise -Funding options -What is the funding application process? -KIVA’s relationship with Jibu Galen Welsch: -Jibu’s and its franchisees’ funding needs -Jibu’s relationship with KIVA	Michelle Schenck, KIVA Senior Partnerships Manager, Labs Galen Welsch, CEO -Jibu
11:15 a.m. ET	Q & A	
11:30 a.m. ET	Wrap up	Marla Rosner