



built by **citi**

Connecting Community Banks and CDFIs to Target Market SMBs

www.bridgebuiltbyciti.com



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Bridge built by Citi connects businesses with banks & CDFIs, supporting \$100k to \$10 million in loan needs

50+ **Banks & CDFIs** are using Bridge to find *target market* prospects efficiently

How does Bridge work?

01

Business submits RFP with info on loan needs & company



02

Bankers review RFP and can respond with indicative, non-binding term sheets



03

Business picks lender(s) to connect with



FAQs

Does Citi lend on this platform? No. Citi is not a lender on the platform. Bridge helps connect small / medium sized business to regional, local and community banks (Including MDI's and CDFI's)

Can I cross-sell the client other products besides the loan? Absolutely! Banks who have closed loans on the platform have also provided Cash Management, LC's and other banking products to clients

What type of lenders do you work with?

- Regional Banks
- Community Banks
- MDIs (Minority Depository Institutions)
- CDFIs (Community Development Financial Institutions)
- We do NOT have any digital lenders on the platform

What financing products are available? With 50+ lenders on the site, institutions provide a variety of lending products. Lenders on the platform specialize in commercial mortgages, equipment financing, accounts receivable/ inventory financing, working capital loans, company acquisitions, building improvements, and many more!

How long does it take a bank to join? Its very quick! There is no technology integration required. There is a standard legal agreement between Citi and your bank. Each banker is given a username and password to log in to this web-based platform.

Can I join? Yes! Please reach out to rohit.mathur@citi.com or caitlin.boyle@citi.com



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Why Use Bridge?

- **A digital meeting place** *connecting small & medium sized businesses looking with community banks and CDFIs for loans up to \$10 million*
- **Reach** *many SMBs digitally across the US, using our online platform*
- **Best of both worlds** *a fintech experience with relationship banking at its core*
- **Digital tools** *such as a Due Diligence portal to optimize the deal process*

Some of the 50+ Community, Regional, and Minority Owned Lenders on Bridge:





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“Bridge has been tremendous for our team. The platform has broadened our reach so that we can support terrific companies!”

- *Senior Relationship Manager, Southeast Regional Bank*

“I didn’t think anything would come from submitting an RFP but it ended up being a miracle for my business. We easily connected with a bank and will use the loan to grow from 11 to 50+ employees.”

- *Distribution Company, CEO, GA*
- *\$4.5 million Commercial Mortgage + Line of Credit*

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