

Join investors and banks from across the globe to discuss the future of small business and real estate lending.

The 3rd Annual  
**AltLend**  
Summit 2016

The Investor's Forum on Innovations in Small Business and Real Estate Lending

**The Princeton Club**  
New York, NY

**July 13-14, 2016**

Small Business	Real Estate
<p>An eye-opening evaluation of small business lending practices, performance, and capacity. Have early disruptors been able to maintain their growth? Are default rates starting to catch up to non-traditional underwriting techniques? Find out what investors, banks, lenders, and thought-leaders have to say about the future of small business lending.</p> <ul style="list-style-type: none"> <li>• <b>Investor's Perspectives</b> Are institutions and funds optimistic about the future of small business lending?</li> <li>• <b>Partnerships with Banks</b> What relationships have formed and how are parties benefiting?</li> <li>• <b>Transparency</b> Have lenders been open in their relationships with borrowers and investors?</li> <li>• <b>Regulation</b> How have early investigations from Washington altered the way business is being done? Should you be concerned?</li> </ul> <p>Be part of a substantive dialogue focused on opportunity, obstacles, and concerns in small business lending!</p>	<p>A deep-dive investigation of the developing real estate alternative lending space. Which opportunities exist to expand the space beyond accredited investors? Will regulation help or hinder that expansion? Platforms and investors provide perspective on the challenges of disrupting a once hyper-local industry as it scales nationally.</p> <ul style="list-style-type: none"> <li>• <b>Assessment Practices</b> How can Big Data help improve property assessments from afar?</li> <li>• <b>Defaults and Foreclosures</b> How have foreclosures been handled? How frequently are they happening?</li> <li>• <b>Technology and Disruption</b> Is taking real estate online really disruption? What is needed to truly change and improve the industry?</li> <li>• <b>Differentiation</b> What is the full scope of options for investors?</li> </ul> <p>Gain clarity, engage peers, and develop professional connections at our first-ever alternative lending real estate summit!</p>
<p><b><u>Pre-Conference Workshop: Student Loans</u></b></p>	
<p>Participate in our half-day workshop highlighting performance data and investor perspectives on alternative student loan providers. Why are investors eager about this new segment? What are the numbers telling us?</p>	

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## Be part of lending's future.

You can find a trillion-dollar industry at the convergence of technology and non-traditional lending. For investors, this means new questions and levels of due diligence to properly understand the nuance of providers, the differentiation of models, and the risks associated throughout the space. For banks, it's an opportunity to expand into new partnerships, to serve new and existing customers in different ways, and to elevate the type of products being offered. So what does this mean for you?

**AltLend 2016** is back in New York, and we're spending two days answering questions about marketplace, direct, and the alternative lending industry. **This year we're breaking things down into two unique tracks—one on real estate, the other on small business lending.** You're getting access to a wealth of knowledge and access to other investors, banks, and thought leaders from two different segments of the non-bank lending landscape, and what you'll walk away with is a better understanding of what's in store for both of these markets.

Now that marketplaces and alternative lenders have had time to mature, let's re-evaluate some of the numbers and try and figure out what's really working. Which are default and foreclosure rates looking like for loans originated through non-traditional underwriting sources? Have platforms continued to innovate and bring new disruptions into the space? What technologies are being introduced to lower the cost of capital and increase borrower acquisition? How have partnerships between banks and lenders panned out?

Get answers to these questions and more by participating in two days of substantive dialogue with investors, banks, lenders, and other thought leaders. Join us **July 13th and 14th** at the **Princeton Club of New York** for **AltLend 2016!**

Register today! Call 800-280-8440 or online at [www.frallc.com](http://www.frallc.com).

Sincerely,



Josh Krenz, *Conference Director*  
**FINANCIAL RESEARCH ASSOCIATES**



Justin Boyes, *Conference Director*  
**FINANCIAL RESEARCH ASSOCIATES**

New this year—a pre-conference workshop focused exclusively on student loans! Be part of a unique and intimate seminar on this trending segment!

## Our Renowned Speaking Faculty

Richard Neilsen, **EDvestInU**  
Jack Zoeller, **CordiaGrad**  
Tonio DeSorrento, **Vemo Education**  
Roberto Hernandez, **PricewaterhouseCoopers**  
Brian Weinstein, **Blue Elephant Capital**  
Joshua Rand, **Petra Partners**  
Richard Klitzberg, **Klitzberg Fund Solutions**  
Brian Dally, **Groundfloor**  
Charles Duddy, **Realty Mogul**  
Ami Kassar, **MultiFunding**  
Matt Burton, **Orchard**  
Cody Forrester, **Fundera**  
Dan Farrell, **Privos Capital**  
Jonathan Schultz, **Onyx Equities**  
Evan Singer, **SmartBiz**  
Sam Graziano, **Foundation**  
Allen Shayanfekr, **Sharestates**  
Jonathan Farber, **Citi**  
Brian S. Korn, Manatt, **Phelps & Phillips, LLP**  
Brian Fritton, **Patch of Land, Inc**  
Alan Snyder, **Shinnecock Partners**  
Mark Roderick, **Flaster Greenberg PC**  
Moorari K. Shah, **BuckleySandler**  
Jobe Danganan, **Sindeo**  
William C. Skelley, **iFunding**  
Stuart M. Litwin, **Mayer Brown, LLP**  
William Black, **Moody's Investor Services**  
Denise Thomas, **ApplePie Capital**  
Patrick Freeman, **American Express Merchant Financing**  
Brock Blake, **Lendio**  
Larry Chiavaro, **1st Associates**  
David Schaefer, **Orion First Financial**  
Aryea Aranoff, **Darien Rowayton Bank**  
Ram Ahluwalia, **PeerIQ**  
Stephen Sheinbaum, **BizFi**  
Val Kayayev, **Prime Meridian Capital Management**  
Jim Salters, **The Business Backer**  
Brett Baris, **Credibility Capital**

## Sponsorship and Exhibit Opportunities

Enhance your marketing efforts through sponsoring a special event or exhibiting your product at this event. We can design custom sponsorship packages tailored to your marketing needs, such as a cocktail reception or a custom-designed networking event.

To learn more about sponsorship opportunities, please contact Jennifer Clemence at (704) 341-2438 or [jclemence@frallc.com](mailto:jclemence@frallc.com).

## Day One: July 13, 2016

### Pre-Conference Workshop: Student Loans

8:00 – 8:45 Registration & Continental Breakfast  
8:45 – 9:00 Workshop Chair's Welcome

**9:00 – 9:45** **What Do the Numbers Tell Us About Opportunities in Student Loans?**

*What does the student loan segment look like? How big is it? How many loans are being handled by alternative lenders? How have investors responded?*

Aryea Aranoff, *Chief Strategy Officer*

**Darien Rowayton Bank**

**9:45 – 10:30** **Different Models for a Different Segment**

*What differentiates the practices and products in this space? How has technology and underwriting changed the distribution of capital?*

Tonio DeSorrento, *Chief Executive Officer*

**Vemo Education**

10:30 – 11:00 Networking Break

**11:00 – 12:00** **Perspective from Platforms: The Future of Student Loans**

*What happens next? Are there new partnerships on the horizon? Any concerns about regulation? Are student loan platforms looking at other segments for opportunities or ideas? How will this space continue to innovate?*

Richard Neilsen, *Education Loan Program Manager*  
**EDvestInU**

Jack Zoeller, *Founder*  
**CordiaGrad**

Tonio DeSorrento, *Chief Executive Officer*  
**Vemo Education**

12:00 – 1:00 Lunch sponsored by: 

### Small Business

1:00 – 1:15 Chair's Welcome

**1:15 – 2:00** **Performance and Capacity**  
***Examining the Numbers for Opportunity***

*As marketplace and alternative lending continues to proliferate throughout the small business lending sector, let's put the numbers under a microscope and really evaluate the momentum of the industry.*

Roberto Hernandez, *Principal*  
**PricewaterhouseCoopers**

Stephen Sheinbaum, *President & Chief Executive Officer*  
**BizFi**

**2:00 – 2:45** **Investor's Perspective**  
***What Has Attracted Investors to Small Business***

*Let's hear from some funds and investors about what they see in store for the future of small business lending. Hear opinions--both optimistic and sour--on alternative lending for small business from the people who have already asked the hard questions.*

Moderator:

Larry Chiavaro, *Executive Vice President*

**1st Associates**

Speakers:

Brian Weinstein, *Principal*

**Blue Elephant Capital**

Joshua Rand, *Chief Operating Officer*

**Petra Partners**

Richard Klitzberg, *Principal*

**Klitzberg Fund Solutions**

### Real Estate

1:00 – 1:15 Chair's Welcome

**1:15 – 2:00** **State of the Industry**  
***Why Real Estate?***

*Examine real estate's position in the marketplace lending industry. Identify the unique opportunities and hurdles that currently exist within the sector.*

*Where has marketplace lending for real estate been, and where is it going?*

*Who is trying to enter the field and to what success?*

**2:00 – 2:45** **Which New Technologies Are Being Used to Disrupt Real Estate Lending?**

*True disruption requires more than modernization. Explore how technology will truly change the real estate industry.*

Brian Dally, *Founder & Chief Executive Officer*

**GROUND FLOOR**

2:45 -3:00

Networking Break Sponsored By



## Small Business

3:00 – 3:45

### Underwriting

#### *How Has Innovative Underwriting Performed?*

*It's time to discuss alternative underwriting and determine whether or not it's been a real success. Have lenders been successful with their implementations? What new changes are being incorporated to better identify competent borrowers?*

David Schaefer, *Chief Executive Officer*  
**Orion First Financial**

Speaker TBD  
**Kabbage**

Speaker TBD  
**OnDeck**

3:45 – 4:15

### Transparency

#### *Best Practices for Sharing Data with Investors and Borrowers*

*Participate in a lively discussion regarding industry transparency practices and discover why it's a topic you should be paying more attention to. Learn how platforms are developing their transparency policy and discover ways to add your voice to the process.*

Ami Kassir, *Chief Executive Officer and Founder*  
**MultiFunding**

Matt Burton, *Co-Founder and Chief Executive Officer*  
**Orchard**

Brett Baris, *President*  
**Credibility Capital**

4:15 – 5:00

### Customer Acquisition and Retention

#### *Are Certain Products and Models Attracting Certain Kinds of Borrowers?*

*Find out how non-traditional lenders are reaching and retaining quality borrowers. Are all of their methods the same? What else are they doing to scale their reach?*

Cody Forrester, *Senior Director, Business Operations*  
**Fundera**

## Day Two: July 14, 2016

## Small Business

8:15

Breakfast sponsored by 

8:45 – 9:00

Recap of Day One

9:00 – 9:45

### Partnerships with Banks

#### *What Traditional Lenders Think of Trends in Small Business Lending*

*As more and more partnerships form, figure out how all of the pieces are going to fit together and discover opportunities that have yet to be tapped into. Hear about unique models and relationships that have helped to create new products and bridge the gap between traditional and alternative lender.*

Evan Singer, *President*  
**SmartBiz**

## Real Estate

3:00 – 3:45

### Differentiation

#### *Discovering What Makes Each Model and Product Unique*

*A wide range of platforms exist, each filling their own niche within the marketplace lending and crowdfunding space. Identify which options exist for which investor class, loan type, and investment need.*

Speaker TBD  
**PeerStreet**

Charles Duddy, *Vice President*  
**RealtyMogul**

3:45 – 4:15

### Underwriting: Technology vs. Human Expertise

*Technology has increased underwriting efficiency but human experience remains invaluable to the process. Investigate how platforms have harnessed both, what obstacles they've encountered, and how they plan on further improving their methods.*

Charles Duddy, *Vice President*  
**Realty Mogul**

4:15 – 5:00

### Investor's Panel

#### *Why Investors are Attracted to Real Estate Loans*

*In recent years, we've changed how real estate investments are viewed. Interact with investors as they share their perspective on and expectations for the sector.*

Dan Farrell, *Chairman & Chief Executive Officer*  
**Privos Capital**

Jonathan Schultz, *Founder & Managing Principal*  
**Onyx Equities**

Val Katayev, *Managing Partner*  
**Prime Meridian Capital Management**

5:00 – 6:00

### Cocktail Reception

For information on sponsoring or exhibiting, please contact Jennifer Clemence at (704) 341-2438 or [jclemence@frallc.com](mailto:jclemence@frallc.com)



## Real Estate

8:45 – 9:00

Recap of Day One

9:00 – 9:45

### Assessment Practices: Distance, Data, and Due Diligence

*Explore how marketplace lenders ensure that property assessment is as accurate as possible. Examine their methods, from traditional boots-on-the-ground assessors to Big Data and beyond.*

Allen Shayanfekr, *Co-Founder and Principal*  
**Sharestates**

## Small Business

Sam Graziano, *Chief Executive Officer*  
**Foundation**

Jonathan Farber, *Vice President*  
**Citi**

**9:45 – 10:30**     **The Regulatory Environment**  
***How are Platforms Responding to Federal Inquiries?***

*Staying up-to-date on the latest regulatory issues surrounding small business lending is no easy task. Tap into the minds of a few industry specialists and let their expertise help to inform your decisions. Find out which regulators are taking an interest in marketplace lending and how it relates to the small business sector.*

Brian S. Korn, *Partner*  
**Manatt, Phelps & Phillips, LLP**  
Alan Snyder, *Principal*  
**Shinnecock Partners**

## Real Estate

**9:45 – 10:30**     **The Retail Investor**  
***Expanding Real Estate Beyond Accredited Investors***

*Retail investors improve business for marketplace lenders. Examine how platforms attract, retain, manage, and benefit from retail investors, and what steps are undertaken to facilitate buildout around this investor class.*

Brian Fritton, *Chief Technology Officer & Co-Founder*  
**Patch of Land, Inc.**

2:45 -3:00

Morning Break Sponsored By

**CREDIBILITY CAPITAL®**

**10:45 – 11:30**     **Defaults**  
***Are Bad Borrowers On the Rise?***

*Get insights into borrower behavior, including data on defaults from specific products and models in the space. This is your opportunity to evaluate the risks associated with different small business loans and identify patterns.*

**11:30 – 12:15**     **Collection Practices**  
***New Ways to Re-Capture Loss***

*Examine current industry collection practices and discover what's being done to help protect returns, reduce the cost of capital, and improve the lending environment. Is there anything innovative going on specific to small business lending? Find out!*

12:15 – 1:15     Luncheon for All Attendees

**1:15 – 2:00**     **Securitization and Liquidity**  
***The Role of Secondary Markets in Small Business Lending***

*Let's breakdown the securitization process and evaluate the call for a secondary market. Find out how these products are rated and evaluated, and what it means for the future of investing.*

Stuart M. Litwin, *Partner*  
**Mayer Brown, LLP**

William Black, *Head of US and Canada ABS Ratings*  
**Moody's Investor Services**

Ram Ahluwalia, *Chief Executive Officer*  
**PeerIQ**

**10:45 – 11:30**     **Regulatory Concerns**  
***Obstacles and Opportunities Unique to Real Estate Lending***

*A+ certification continues to be a large concern for platforms, but many see it as an opportunity rather than a hindrance. Inspect the regulatory landscape and forecast future compliance issues.*

Moderator:  
Mark Roderick, *Shareholder*  
**Flaster Greenberg PC**

Speakers:  
Brian Dally, *Founder & Chief Executive Officer*  
**GROUND FLOOR**

Moorari K. Shah, *Counsel*  
**BuckleySandler, LLP**

Jobe Danganan, *General Counsel & Chief Compliance Officer*  
**Sindeo**

**11:30 – 12:15**     **Crowdfunding Equity Platforms**  
***Evaluating Other Disruptions for Opportunity***

*Equity platforms pose a much more complicated challenge for automation in comparison to debt platforms. Examine how these platforms plan to face the task of scaling a dauntingly complex model.*

Moderator:  
Mark Roderick, *Shareholder*  
**Flaster Greenberg PC**

Speakers:  
Allen Shayanfekr, *Co-Founder and Principal*  
**Sharestates**

William C. Skelley, *Founder & Chief Executive Officer*  
**iFunding**

2:00 – 3:00

### Innovation

#### ***What Are Lenders Doing to Reach New Borrowers?***

*Wrap up the day with a candid conversation about the future of alternative lending. What are lenders doing to bring new products to market? How are these ideas unique? What does this mean for investors?*

Denise Thomas, *President*

**ApplePie Capital**

Patrick Freeman, *Director, Global Business Financing*

**American Express Merchant Financing**

Jim Salters, *President*

**The Business Backer**

3:00 CONFERENCE CONCLUDES

12:15 – 1:15

Luncheon for All Attendees

1:15 – 2:00

### Defaults and Foreclosures

#### ***More Bad Press Than Bad for Returns?***

*In real estate, the threat of foreclosures always looms large, but thus far, marketplace lenders have largely avoided defaults. Examine why there have been so few and how the process has worked for investors in the rare case of foreclosure.*

Brian Fritton, *Chief Technology Officer & Co-Founder*

**Patch of Land, Inc.**

2:00 – 3:00

### Partnerships with Banks

#### ***What New Relationships Are Forming Around Real Estate Lending?***

*Real estate marketplace lending has avoided encroaching on traditional banking space, leaving the opportunity for partnerships. Hear how partnering with banks benefits the industry and what banks expect from their platform partners.*

Jobe Danganan, *General Counsel & Chief Compliance Officer*

**Sindeo**

3:00 CONFERENCE CONCLUDES

## Get Answers to these Most Pressing Questions

- The big question: What does the future have in store for marketplace and non-traditional lending? Is the bubble bursting? Are investors satisfied, or are they leaving the space?
- What impact will the Treasury's investigation and *Madden v. Midland* have on industry practices? Does it even affect small business and real estate? What other regulatory concerns do investors need to be aware of?
- How should investors benchmark performance in this space? Are we giving models and products enough time to demonstrate growth? Is there enough data to perform proper due diligence?
- What do you need to know before investing in non-traditional real estate lending? Are there opportunities for retail investors?
- Is liquidity a concern? How have synthetic and secondary markets affected the way investors interact with alternative lending?

## Top Reasons to Attend

- Hear directly from banks, investors, and trend-setting lenders in real estate, student, and small business lending
- Analyze key differentiators between three alternative lending sectors. How are they performing? Who are the players? What do their products and models look like?
- Get data on default rates and non-traditional underwriting practices
- Find out what the impact of *Madden v. Midland* will have on industry lending practices. Have platforms already started to change their business models?
- Learn how banks are partnering with platforms. Is it just customer acquisition, or is there more? What about real estate platforms? Discover the opportunities that exist between traditional and non-traditional lending institutions

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## Gold Sponsors

### Orion First Financial

is an independent servicer for the commercial finance industry. Orion specializes in contract servicing, commercial collections and strategic advisory services for small business lenders. As a multifaceted and innovative company, Orion can effectively engage with a variety of lenders, investors and other participants in this fast growing marketplace. Orion's skilled team, technology platform and best practices approach, generate exceptional performance metrics that translate into better profits, less stress and enriched customer relationships.



### Lendio

profileLendio is the leading small business lending marketplace that helps business owners find the right small business loans within minutes. The center of small business lending, our passion is fueling the American Dream by uniting the small business loan industry and bringing all options together in one place—from short-term specialty financing to long-term low-interest traditional loans. Our technology makes small business lending simple, decreasing the amount of time and effort it takes to secure funding. For more information visit [www.lendio.com](http://www.lendio.com)



## Silver Sponsors

### Credibility Capital

is an alternative lender that provides fair, affordable capital to established small businesses in the form of fully-amortizing term loans. Our platform matches U.S. businesses with institutional investors to fund loans ranging from \$10,000 to \$250,000. Borrowers are sourced directly by our partners including an exclusive relationship with Dun & Bradstreet. Our investors include banks, hedge funds, family offices and insurance companies with an appetite for current income.



### Bizfi

is the premier FinTech company combining aggregation, funding and a participation marketplace on a single platform for small businesses. Founded in 2005, Bizfi and its family of companies have provided in excess of \$1.6 Billion in financing to more than 29,000 small businesses across the United States. Bizfi's funding options include short-term financing, franchise financing, lines of credit, equipment financing, invoice financing, medical financing, medium-term loans and long-term loans guaranteed by the United States SBA.



### First Associates Loan Servicing, LLC.



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## Who Should Attend?

This conference is for investors, banks, and innovative lenders interested in small business, real estate, and educational finance including, but not limited to:

- Community Bankers
- Investment Bankers
- Head of Investments at Private Equity Firms and Family Offices
- CIOs from Hedge Funds and Institutional Investors
- Venture Capitalists
- Investment Fund Managers
- Attorneys
- Prime and Near-Prime Consumer Lenders
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- Tech Providers

## Venue Details

The Princeton Club  
15 West 43rd Street, New York, NY 10036  
(212) 596-1200

If you require overnight accommodation for this conference, please contact any of the following nearby hotels to check their best available corporate rate over this time frame, or consult your local travel agent. Please note that FRA has not negotiated rates with any of these hotels.

### Area Hotels:

InterContinental Times Square (212) 803-4500  
Westin Times Square (866) 837-4183  
Millennium Broadway Hotel (212) 768-4400  
Hotel Sofitel New York (212) 354-8844

## The Princeton Club, New York City

The Club offers you the best of everything—in the heart of everything. You'll find us at 15 West 43rd Street, between 5th and 6th Avenues, in New York City's iconic Midtown Manhattan district. Grand Central Station, the Empire State Building, the Theater District, and Central Park are all within easy strolls of our front door. And we're just 20 minutes from LaGuardia Airport and 30 minutes from John F. Kennedy International Airport.

## Team Discounts

- Three people will receive 10% off.
- Four people will receive 15% off.
- Five people or more will receive 20% off.

In order to secure a group discount, all delegates must place their registrations at the same time. Group discounts cannot be issued retroactively. For more information, please contact Whitney Betts at (704) 341-2445 or [wbetts@fallc.com](mailto:wbetts@fallc.com).

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