



# Ultimate Marketer Contest DOUBLE YOUR “X”

Presented By: Dave Lee

# Register Your Cell Phone!!!

- 1) Open up a blank text message
- 2) Type: Infusioncon FirstName Email
- 3) Send to 411247

# Ultimate Marketer Contest: Double Your “X”

Send us your best stuff that helped you double your “X”

What is “X”?

- Sales
- Customers
- Website Traffic
- Leads
- Repeat Customers
- Conversion Rates
- Time with Family
- Twitter or Blog Followers
- Etc.!



Will you hit the fairway?

## Why The Contest?

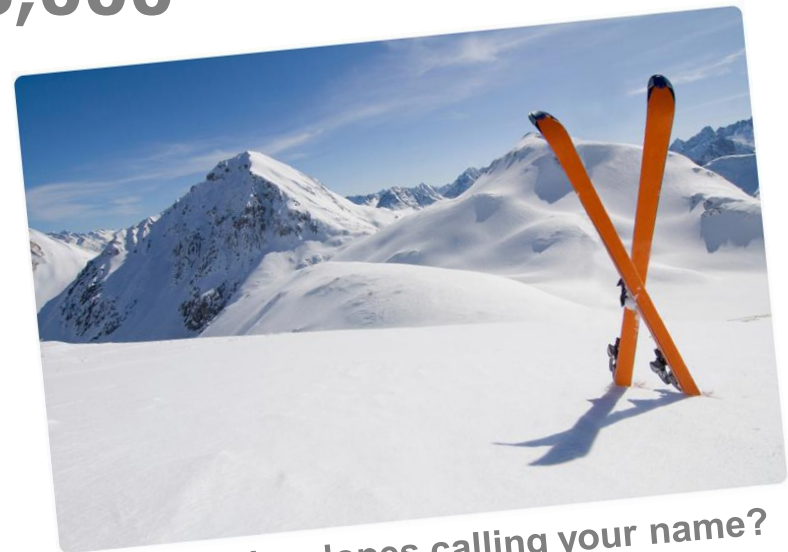
- 1) Find out what's working!!!
- 2) Raise awareness for micro-credit lending
- 3) Help entrepreneurs worldwide



## Ultimate Marketer Contest Prizes

**3 Runners-Up: \$1,000 AMEX  
travel voucher**

**1 Ultimate Marketer: \$6,000  
AMEX travel voucher**




Are the slopes calling your name?

# Microcredit Update

## Microcredit Rocks!

Total value of all loans made through Kiva:	\$122,061,985
Number of Kiva Lenders:	676,622
Number of countries represented by Kiva Lenders:	192
Number of entrepreneurs that have received a loan through Kiva:	304,383


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Kiva Lending Team: [Infusionsoft](#)

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**Location:** USA

**Category:** Alumni Groups

**Team URL:** <http://www.kiva.org/team/infusionsoft>

**We loan because:** Our purpose is to liberate and empower entrepreneurs so they can enjoy doing business, wow their customers and better serve their families and communities.

**About us:** Employees, Customers, Users, Vendors, and Friends of Infusionsoft.

**Check out:** <http://www.infusionsoft.com>

**Team Since:** Feb 25, 2009

*You are the captain of this open team.*

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## Herminia Quenallata Aliaga



Mrs. Herminia Quenallata Aliaga sells mattresses made of wool and polar fleece which she makes in her store located in the popular Eloy Salmon district. Her husband works with her and they have three school-age children.

The customer has been working with our institution for the past two years. She began by working in the beginner bank and is currently carrying her second individual loan.

### Status: Paying Back

**\$725.00** Loan Amount

16% repaid

### About the Entrepreneur

**Name:** Herminia Quenallata Aliaga

**Location:** La Paz, Bolivia

**Activity:** Retail

### About the Loan

**Loan Amount:** \$725.00

**Loan Use:** to augment operational capital for mattress production

**Repayment Term:** 9 months - [View details below](#)

**Lenders Repaid:** Monthly



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## Duncan Shem Obura



Duncan Shem Obura is thirty six years of age and married to Pauline Mbeti Mwacharo. They have two children named Sarah Bosisbori and David Mwacharo.

The client has no loans from other MFI's and was introduced to KADET through Existing clients.

Duncan's business is in the Westlands (a neighborhood in Nairobi) and his customers are tourists.

**Status: Paying Back**

**\$800.00** Loan Amount

8% repaid

### About the Entrepreneur

**Name:** Duncan Shem Obura  
**Location:** Mathare North Nairobi, Kenya  
**Activity:** Furniture Making

### About the Loan

**Loan Amount:** \$800.00  
**Loan Use:** The client intends to increase stock of wood carvings and Bags.  
**Repayment Term:** 14 months - [View details below](#)  
**Lenders Repaid:** Monthly

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Rovshan Ismayilov



Rovshan Ismayilov is 29. He is single and supports his parents. Rovshan sells foodstuffs in the market and has been in this business for six years. This work generates the main income for his family. Rovshan is very popular in the market, because he sells fresh and tasty products, so he tries to maintain a wide range of goods. Thus, Rovshan requests 2000 USD to purchase more foodstuffs to sell. The loan will greatly improve his income and his parents living standards and will allow him to build his own family.

**Status: Paying Back**

**\$1,975.00** Loan Amount

5% repaid

### About the Entrepreneur

**Name:** Rovshan Ismayilov

**Location:** Agsu, Azerbaijan

**Activity:** Food Market

### About the Loan

**Loan Amount:** \$1,975.00

**Loan Use:** purchase more foodstuffs to sell

**Repayment Term:** 17 months - [View details below](#)

**Lenders Repaid:** Monthly

**Your Impact YTD**

**\$28,225 Loaned**

**40 Countries**

**407 Entrepreneurs**

**Thank You!**

## Our Finalists

**Dustin Mathews,**  
*Business Credit Infusion*

**Nicole Root,**  
*Explorations Play Studio*

**Robert Britton,**  
*Professional Auto Care, Inc.*

**Samantha Bennett,**  
*The Organized Artist Company*



Are the slopes calling your name?



# Finalist Presentations

# Text to Vote - 411247

**UM1** - Dustin Mathews, *Business Credit Infusion*

**UM2** - Nicole Root, *Explorations Play Studio*

**UM3** - Robert Britton, *Professional Auto Care, Inc.*

**UM4** - Samantha Bennett, *The Organized Artist Company*