

UNCW Student Team: Social Business Plan

Problem: Students facing urgent cash-flow needs, as well as exhibiting poor credit management skills.

Background to Problem:

- Rising costs of higher education coupled with slow employment and income growth.
- Problems may result in ruined credit scores, a situation that can take years to overcome.

Possible Solutions:

- A student-managed credit union, making emergency loans to UNCW students.
- Policies set and staffing offered by volunteering UNCW students.
- Credit counseling required for loan.

The Overarching Goal:

- Credit counseling mandated for borrowers, but also offered free of charge to all UNCW students.
- “Less than perfect” credit management is a pervasive societal problem, not confined to UNCW students.

Possible Extensions:

- Credit counseling can be offered even if credit union is deemed infeasible.
- Same ideas can be proposed to Cape Fear Community College.
- If resources available, the counseling idea can be offered to the poor and/or under-banked in region.

Possible Funding Source:

- We may be able to identify a local credit union or other financial institution who would sponsor and fund the credit union idea.
- Credit counseling would take nominal funding (e.g., training costs, brochures, videos, and hopefully donated office space and equipment).

Potential Outcomes:

- UNCW students provide relief toward a small portion of a huge problem.
- Students gain valuable managerial skills – both hard and soft – including empathy toward the plight of those less fortunate → Everyone wins!