Gelateria Naia—Hercules, CA

Bay Area CDFI Finances Startup & Its Transformations

Chris Tan founded Gelateria Naia as brick-and-mortar shops, mixing traditional Italian gelato with San Francisco flavor. CDFI Main Street Launch (MSL) provided a Small Business Administration-approved loan for early expansion costs. Later, after Gelateria Naia experienced a recession slowdown and created a new plan for retail, MSL awarded Chris a $150,000 loan to build his distribution unit.

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"It’s hard to find people who support small businesses that actually make things, as well as create entry-level jobs."

Chris Tan
Owner, Gelateria Naia

Impact

• Created 10 jobs
• Grow local economies by using local resources for products

MainStreetLaunch.org