

# Gelateria Naia—Hercules, CA



***"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

## **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.

*(Story published: 2014)*

### **Impact**

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