

A CHANCE FOR SMALL ENTREPRENEURS

OPORTUN, El Salvador

FACTS*

Founded in 2020

Branches: 4

Employees: 38

Assets: \$1.3 million

*as of Sept. 2024



Elizabeth Rodriguez, Director of Lending, visits the OPORTUN office

CLIENTS

1,026 borrowers

90% female

48% rural

Average loan: \$1,003



Sandra posing in her roadside store

MISSION

To provide clients with socially responsible, secure, and easily accessible financial solutions.

ABOUT OPORTUN

El Salvador's microfinance market is highly competitive, but OPORTUN, based in El Triunfo, has successfully carved out a niche by prioritizing a largely underserved population. OPORTUN serves a region with high poverty levels, where the majority of residents do not have a bank account. Additionally, 80% of small business owners—the backbone of the economy—are unable to secure credit from traditional banks. OPORTUN offers customized financial products, including small loans with monthly, weekly, or daily repayment schedules that meet the unique needs of its clients. These products are ideal for entrepreneurs who have a fast turnover of cash flow in their income. For the convenience of its clients, OPORTUN loan officers can visit their place of business to collect payments.

CLIENT STORY

Sandra Mabel Gomez, a 49-year-old entrepreneur, has been running a small roadside stand selling beverages and food for 16 years. Despite her dedication, she was never able to secure a loan until the day an OPORTUN loan officer visited her stand, catching her attention with his uniform. That conversation led to her first loan: \$700, with weekly payments of \$55.50 over four months. “I appreciate the loan officer stopping by to collect payments,” Sandra shares. With the increased revenue from her business, she dreams of moving beyond renting and starting to build a home of her own.

HOW WE HELPED

This first \$200,000 loan to OPORTUN will empower the MFI to make a meaningful impact in communities struggling with poverty. By becoming OPORTUN's first international creditor, Envest is potentially paving the way for the company to secure financing from other lenders. The General Manager, Jose Luis Gonzalez, brings 25 years of experience in microfinance. His top priority is ensuring that clients take on only manageable debt, fostering financial stability and long-term success.