



## FINANCING BUSINESSES FOR A THRIVING REGION.

### PureDriven - Two Harbors

Christopher Swanson and Sheila Leppala have guided their tech business through a great deal of change since partnering to launch PureDriven in 2010. Since then they've expanded their company's range of website development, marketing, and analytics services; cultivated new niche markets; and grown their client base to include customers throughout the U.S., Canada, and the United Kingdom all from the small town of Two Harbors. Sheila and Chris have gone from a team of two to a team of 14. The Northland Foundation's Business Finance Program has been a resource for Chris and Sheila at several points along the way.

#### Financing Package Details

It can often be challenging for IT firms to secure adequate financing due to a lack of collateral—intangible assets lying mainly in the expertise and skills of the employees are sometimes difficult to lend against. The Northland Foundation overcame this hurdle by partnering with other agencies to give PureDriven access to needed working capital in 2010, 2012, 2015, and 2017.

#### Results

Chris and Sheila have weathered the storms that start-ups often encounter. Throughout their journey they have stayed flexible, innovated in order to meet changing market conditions, and worked hard to build strong, long-term client relationships. It so happens that the Northland Foundation focuses on those very same things.



### Business Finance Program

*"The Northland Foundation's financing package allowed PureDriven to grow at a much faster rate."*



Christopher Swanson, CEO  
Sheila Leppala, COO  
PureDriven

### GET STARTED.



Michael Colclough  
Business Finance  
Director



Alex Bastien  
Loan Portfolio  
Manager

Have a potential project in mind? Contact us at 218.723.4040. We'd be glad to talk with you.