

# Tasneem Fotoclara

San Jose, CA [www.fotoclara.com](http://www.fotoclara.com)

*Photography services to capture the special events and everyday moments that celebrate your life!*



“I see so much potential to grow a business here, especially as a woman, that I couldn’t experience in Saudi Arabia.”

As a girl growing up in Saudi Arabia, Tasneem dreamed of one day becoming a pilot. Instead, after moving to the United States to attend San Jose State University, she discovered the world of photography. “Right away I knew photography was my passion, my talent, and my greatest ambition.” In 2008 she decided to turn that passion into a business and opened FotoClara, her own photo studio.

## Business By The Numbers

**Loan Amount: \$6,000**  
**Industry: Photography**  
**Business Start Date: July, 2008**

### Challenge

While working hard to grow her portfolio and client base, Tasneem still ran her business out of her apartment and relied on her old camera and temperamental computer. She sought financing from her bank but was turned down because she only began a credit history when she came to the U.S. for college.

### Opportunity

A \$6,000 loan helped Tasneem to purchase a new camera, laptop, business accounting and photo editing software, and will help her to continue to build her credit history for future business investments.

### Community Network

As a Saudi woman attending a predominantly Latino university, Tasneem’s love for photography grew alongside her love for Latino culture. She was struck by the many similarities between Latino and Saudi families: love of family, food, ritual, and celebration. Upon opening her studio she quickly quickly developed a client base within the Latino community. “A lot of photographers miss the point of taking family pictures. They work too much with Photoshop and lose what it is that’s special about the family.”

### Working with Opportunity Fund

“I want to thank Opportunity Fund for giving me a chance to get my business up and running, and for being so interested in my business model and what I could achieve rather than just basic numbers.”