

# INNER CITY CAPITAL CONNECTIONS

## Strategies for Small Businesses to Lead, Survive, and Thrive

[ICCC](#) is a national program designed by the [Initiative for a Competitive Inner City \(ICIC\)](#) to help small business owners in under-resourced communities build capacity for sustainable growth, and we've adjusted our curriculum to help businesses survive the economic impact of the COVID-19 crisis.

Since 2005, ICCC has helped over [2,894](#)

[businesses](#) access [\\$2.23 billion](#) in capital and create [21,390 jobs](#) in their communities. In an effort to support them, we've created the [Small Business Resource Center](#) which offers a valuable group of national and local resources to support businesses in crisis.

Small businesses, particularly those in under-resourced communities, are being hit the hardest. Now, more than ever, they are in need of [access to capital](#), [one-on-one coaching](#), and [capacity-building education](#), fundamental components of the ICCC program.

### 2020 ICCC Program Focus: Building Resilience



## Coming Virtually to Central California in September & October!

To better serve our small business community during this time, we have decided to offer the **ICCC Central California Opening Seminar** as an [interactive virtual two-day seminar series](#). We will host two virtual seminars with the following schedule:

- **Tuesday, September 1<sup>st</sup> and Thursday, September 3<sup>rd</sup>** (two half-day afternoon sessions)
- **Tuesday, October 27<sup>th</sup> and Thursday, October 29<sup>th</sup>** (two half-day morning sessions)

We recruit businesses with the following qualifications to participate in ICCC:

- Be an independent, for-profit or non-profit corporation, partnership or proprietorship.
- Have its headquarters or more than 51% of its physical operations located in an economically-distressed area **OR** have more than 40% of employees residing in an economically-distressed area.
- Be past the proof-of-concept stage.
- Have been in operation for two years or more. ICCC does not accept start-up companies.

Know of any businesses that fit this profile?

[NOMINATE](#) them today at  
[nominate.iccapitalconnections.org](http://nominate.iccapitalconnections.org)

Does your business fit this profile?

[APPLY](#) today at  
[apply.iccapitalconnections.org](http://apply.iccapitalconnections.org)

For questions, contact Anna Marie Cruz, Western Regional Manager, at [amcruz@icic.org](mailto:amcruz@icic.org) or (617) 238-3055



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## PROGRAM STRUCTURE



### NATIONAL CONFERENCE

The culminating conference centers on building strategies of resilience and connecting with capital providers. Participants exit the program with the tools to access immediate capital solutions, a vibrant network, and an effective strategy for their business to lead, survive, and thrive.



### OPENING SEMINAR

The ICCC program begins with an interactive virtual two-day seminar series that focuses on actionable business recovery strategies, and offers essential information on capital resources available. The sessions are taught by top-flight business professors, and lay the foundation for the rest of the program.



### COACHING

Participants receive one-on-one general business and capital coaching and receive individualized guidance to help their businesses survive and recover. Coaching helps business owners tackle specific challenges, navigate uncertainty, and access much-needed capital.



### WEBINARS

The webinar series deepens the learning from the Opening Seminar, and offers timely and relevant information to help participants overcome immediate challenges. Webinars are led by experienced practitioners who deliver applicable resources that participants can easily implement in their business.

**NOMINATE** today at [nominate.iccapitalconnections.org](http://nominate.iccapitalconnections.org) | **APPLY** today at [apply.iccapitalconnections.org](http://apply.iccapitalconnections.org)

For questions, contact Anna Marie Cruz, *Western Regional Manager*, at [amcruz@icic.org](mailto:amcruz@icic.org) or (617) 238-3055

Read our alumni success stories in the *2019 ICCC Impact Report* at [impact.iccapitalconnections.org](http://impact.iccapitalconnections.org).

