INNER CITY CAPITAL CONNECTIONS

Strategies for Small Businesses to Lead, Survive, and Thrive

ICCC is a national program designed by the <u>Initiative for a Competitive Inner City (ICIC)</u> to help small business owners in under-resourced communities build capacity for sustainable growth, and we've adjusted its curriculum to help businesses to 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, and 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 underresourced 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

BUSINESS RECOVERY STRATEGIES

Trainings and insights to help your business survive, recover, and grow

CAPITAL RELIEF SOLUTIONS

Sharing timely information on accessing essential financial support tools and resources

COMMUNITY BUILDING

Strategies to support the small business community and their employees

ONE-ON-ONE COACHING

Business and capital coaching to help navigate uncertainty and access capital solutions

Coming to Houston Virtually on February 23rd and February 25th!

To better serve our small business community during this time, we have decided to offer the ICCC Houston Opening Seminar as an interactive virtual two-day seminar series on Tuesday, February 23rd from 9:00am-1:00pm CT and Thursday, February 25th from 9:00am-1:30pm CT.

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 or survival 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

Does your business fit this profile?

APPLY today at

apply.iccapitalconnections.org

For questions, contact Derek Sexton, Senior Program Coordinator, at dsexton@icic.org or (617) 238-3039.

Visit the Small Business Resource Center here.







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PROGRAM STRUCTURE



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.



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.





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.



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Read our alumni success stories in **The Strength of Small Business: Stories of Resilience and Impact**.





