

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 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 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

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](#).



INNER CITY CAPITAL CONNECTIONS

PROGRAM STRUCTURE



NOMINATE today at nominate.iccapitalconnections.org | **APPLY** today at apply.iccapitalconnections.org

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

Read our alumni success stories in [The Strength of Small Business: Stories of Resilience and Impact](#).

