

# INNER CITY CAPITAL CONNECTIONS PROGRAM: WASHINGTON, D.C.

## WHAT IS THE INNER CITY CAPITAL CONNECTIONS PROGRAM?

InnerCityCapitalConnections (ICCC) is a national program designed to help small businesses in economically-distressed areas build capacity for sustainable growth in revenue, profitability and employment. We achieve these goals by means of a comprehensive 40-hour curriculum that combines targeted executive education sessions, including best practices in strategy, sales & marketing, talent management and small business finance, with local coaches/mentors, and with access to potential capital sources and broad professional network connections. It is the only program that educates inner city small businesses about the forms of capital and matches them with appropriate capital providers.

## WHAT IS THE TYPICAL PROFILE OF PAST SMALL BUSINESS PARTICIPANTS (2005 – 2015)?

- 62% minority-owned; 37% woman-owned
- Average annual company revenues: \$4.7 million
- Industries represented: agriculture & farming; business services; construction; creative arts, entertainment & recreation; education; finance & insurance; food, beverage & hospitality; health care & social assistance; manufacturing; media & publishing; real estate; technology & software development; transportation & logistics; utilities, water management & remediation; and wholesale & retail trade

Initiative for a Competitive Inner City has entered into a unique partnership with The Catholic University of America to bring its ICCC program to the greater Washington, DC metropolitan area starting in 2017 (September – November). The Busch School of Business and Economics also will design additional programmatic opportunities for these small businesses to participate in after the core ICCC program is completed.

Small businesses in the city and in the surrounding jurisdictions are encouraged to apply; priority will be given to those small businesses that met the general profile criteria and are located in an area that meets the initial cohort inclusion preferences (Washington, D.C., along with areas of Prince George's County inside the Capital Beltway, the Silver Spring area of Montgomery County, and communities in Alexandria & Arlington County).

THE CATHOLIC UNIVERSITY OF AMERICA

THE BUSCH SCHOOL



## WHAT HAS BEEN THE DEMONSTRATED IMPACT SO FAR (2005 – 2015)?

- 1,122 small business participants; 12,431 jobs created (61% = \$40K+ salary)
- 25% altered business growth strategies; 25% connected with new partners
- \$1.4 billion of debt & equity capital raised; 71% received capital within 1st year
- Average revenue growth of 15% CAGR; 41% growth for 2015 cohort in 1st year

## WHAT IS THE SUGGESTED PROFILE OF A SMALL BUSINESS TO RECRUIT FOR 2017 ICCC-WASHINGTON, D.C.?

- Annual company revenues: \$500,000 and above
- Age of business: 2 years or longer
- The most important qualification is the readiness of the CEO to participate in a program that will enable him/her to fully explore business growth challenges and develop strategies to enhance leadership skills, engage new business networks & prepare for a much-needed capital infusion

## FOR MORE INFORMATION, PLEASE CONTACT:

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# INNER CITY CAPITAL CONNECTIONS

POSITIONING INNER-CITY BUSINESSES FOR LONG-TERM SUCCESS

Inner City Capital Connections (ICCC) is an Initiative for a Competitive Inner City (ICIC) program that positions inner-city businesses for long-term success. It's designed for busy executives of all expertise levels, and its impact is proven to strengthen businesses and the inner-city communities where they operate.

“ ICCC is a deep well of information geared towards growth. ”  
NOLA VEAZIE, CEO, V-SOLUTIONS

## Creating sustainable business growth

Inner-city businesses that grow sustainably are a source of lasting strength in their communities. ICCC participants develop and practice skills to improve everyday operations so that they can create more jobs, raise capital, and continue to grow.

## Designed for busy executives

ICCC is designed for busy executives of all expertise levels. The 40-hour executive education program spans several months to accommodate demanding schedules. Participants develop custom solutions for their businesses during individual and group coaching sessions, and gain a new network of peers, mentors and capital providers.

## Proven impact for businesses and communities

By ensuring alumni success, ICCC promotes sustainable business growth in America's inner cities. It helps bridge the gap for the 75% of inner-city businesses that are in need of capital, but that cite lack of knowledge and relationships as key barriers to obtaining it. Since its launch in 2005, ICCC alumni have averaged 184% growth in revenue, created more than 12,000 jobs and raised \$1.4 billion in capital.

## Apply or nominate today!

Businesses that grow sustainably strengthen their communities. By ensuring the success of its alumni, ICCC promotes growth, job creation and capital acquisition in inner-city businesses and the neighborhoods where they operate.

## Are you a business with an appetite for growth?

Apply today:  
[apply.iccapitalconnections.org](http://apply.iccapitalconnections.org)

## Do you know a business with an appetite for growth?

Nominate them today:  
[nominate.iccapitalconnections.org](http://nominate.iccapitalconnections.org)

“ With the knowledge I learned from ICCC I went back to my bank and asked for a larger line. My line was increased - ready to grow!!! ”  
ANITA RON, CEO, BRITEWORKS, INC.

## Learn more

Visit [iccapitalconnections.org](http://iccapitalconnections.org) to learn more about the program and its proven impact, or contact Program Director, Hyacinth Vassell at [hvassell@icic.org](mailto:hvassell@icic.org).