

INNER CITY CAPITAL CONNECTIONS

Strengthening Small Businesses, Shaping Healthy Communities



[Inner City Capital Connections \(ICCC\)](#) is a tuition-free program designed by the [Initiative for a Competitive Inner City \(ICIC\)](#) to help small business owners in under-resourced communities **build capacity and resiliency** for long-term sustainable growth, as well as **navigate the continued impact** of the COVID-19 pandemic.

We know that the small business community, particularly those in underserved communities, has been hit the hardest by the pandemic. **Now, more than ever**, they need **access to capital, one-on-one coaching, and capacity-building education**, fundamental components of the ICCC program.

COMING VIRTUALLY TO SOUTHERN CALIFORNIA ON JULY 12TH & 14TH!

Thanks to the support of the Kaiser Permanente, the ICCC program will take place virtually in Southern California over two half-days on the **mornings of Tuesday, July 14th from 9am-1pm PT** and **Thursday, July 16th from 9am-1:30pm PT**.

Learn more about the ICCC Southern California program [here](#).

WHO WE SERVE

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.
- Have revenues for the past three years, and a minimum of \$150,000 in at least one of those years;
- Have been in operation for three years or more and must be past the proof-of-concept stage. ICCC does not accept start-up companies.

KEY PROGRAM TAKEAWAYS:

BUSINESS RECOVERY STRATEGIES

CAPITAL RELIEF SOLUTIONS

COMMUNITY BUILDING

ONE-ON-ONE COACHING

“EASY AND ORGANIZED A - Z RESOURCE FOR AN ENTREPRENEUR TO GROW A SUSTAINABLE BUSINESS THAT WILL BENEFIT A COMMUNITY.”

BOLTON FINANCIAL LLC, ICCC 2021 PARTICIPANT



NOMINATE

Know of any businesses that fit this profile?

NOMINATE them today at

nominate.iccapitalconnections.org



APPLY

Does your business fit this profile?

APPLY today at

apply.iccapitalconnections.org

PROGRAM STRUCTURE

The ICCC program is comprised of four key components with a time commitment of 40 hours spread over a 5-month period.



OPENING SEMINAR

The ICCC program begins with an interactive virtual two-day seminar series that focuses on actionable business recovery strategies and provides essential information on available capital and technical assistance resources.



COACHING

Participants receive one-on-one general business and capital coaching to tackle specific challenges, navigate uncertainty, and prepare to access much-needed capital.



DIGITAL LEARNING SERIES

The digital learning series incorporates webinars and online learning modules designed to deepen the learnings from the Opening Seminar with both actionable resources and personalized education.



ANNUAL CONFERENCE

The culminating conference ties together all the program components, and participants exit the program with the tools to access immediate capital solutions, a vibrant network, and an effective strategy for their business to survive, recover and grow.

OUR IMPACT

Since 2005, ICCC has helped over **5,000 businesses** access **\$2.35 billion** in capital and create **23,674 jobs** in their communities. In 2021, we served **1,212 businesses** in **21 markets**, with **81% identifying as BIPOC-owned** and **54% as women-owned businesses**. Read more about ICCC's impact, and how our alumni have displayed extraordinary resilience in our [2021 ICCC Impact Overview](#).

“I realized that most business owners started their own business not because they planned it from the very beginning and went to an MBA program. It's because we have a talent, service, or product that we want to offer. We just went into opening our small business without really having a full strategy that people with MBAs have gone through. This program ... it's an MBA on steroids. I am so glad I took the time to do it.”

JHOIEY RAMIREZ, FOUNDER, STUDIO JHOIEY, INC.
ICCC INLAND SOUTHERN CALIFORNIA 2020 & SOUTHERN CALIFORNIA 2021



NOMINATE

Know of any businesses that fit this profile?
NOMINATE them today at
nominate.iccapitalconnections.org



APPLY

Does your business fit this profile?
APPLY today at
apply.iccapitalconnections.org