Growing Diverse Business
PRESENTED TO YOU BY...

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Vice President, Minority Business Accelerator and Economic Inclusion
Cincinnati USA Regional Chamber
PRESENTED TO YOU BY...

Nika White
Vice President, Diversity & Inclusion
Greenville Chamber of Commerce
WHO WE ARE: MINORITY BUSINESS ACCELERATOR (MBA)
Cincinnati’s Minority Business Accelerator

- Mission: The MBA's mission is to help accelerate the development of sizable minority business enterprises (MBEs) and to strengthen and expand the regional minority entrepreneurial community.

- Grow the capacity of minority businesses and the minority business community in the region

- Help buying organizations keep more spend local by connecting buyers with capable minority companies
Greenville’s Minority Business Accelerator

**Mission:** The Mission of the MBA is to build a more viable, diverse, inclusive and sustainable business culture throughout the Upstate of South Carolina. Central to achieving this mission will be the MBA’s ability to grow and strengthen its overall minority entrepreneurial community.

- Comprehensive MBE assessment process
- Actionable capacity and growth oriented development plan for each Participant
- Leveraging of CVMSDC’s certification process and corporate relationships
- Dedicated and focused Management & Technical Assistance (M&TA), coaching and training
- Providing robust platform of resources and networking opportunities
- Bridging the gap between corporations and MBEs
(Data, data, and more data)

OUR START: HELPS TO HAVE A CRISIS
Percentage of Minority Population, Number of Firms and Gross Receipts Compared to All Firms

- Population
- Number of Firms
- Total Gross Receipts

<table>
<thead>
<tr>
<th>Minority Group</th>
<th>Population</th>
<th>Number of Firms</th>
<th>Total Gross Receipts</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Indian and Alaska Native</td>
<td>0.1%</td>
<td>0.2%</td>
<td>0.05%</td>
</tr>
<tr>
<td>Asian</td>
<td>1.6%</td>
<td>0.32%</td>
<td></td>
</tr>
<tr>
<td>Black or African American</td>
<td>11.9%</td>
<td>1.4%</td>
<td></td>
</tr>
<tr>
<td>Hispanic or Latino</td>
<td>2.0%</td>
<td>0.17%</td>
<td></td>
</tr>
<tr>
<td>All Minority</td>
<td>15.6%</td>
<td>3.9%</td>
<td>0.5%</td>
</tr>
</tbody>
</table>
African-American Representation:

- Over 30% of the population base
- Control nearly 8% of all Businesses
- Employ less than one-half of one-percent of the overall population base
GREENVILLE

$466,206
$42,686
$278,761
$164,523
$366,270
$134,674
$111,278

White
African-American
Asian
Native American
Hispanic
Other
Women
(What’s the Business Case?)

MESSAGING: BIGGER THAN THE CHAMBER
KEY STAKEHOLDERS’ VALUE PROPOSITION

- More Robust MBE Supplier Base
  (resource pool for corporate community)
- Stronger Community Economic Base
  (job creation)
- More Inclusive Business Environment
  (shift in mind-set)
- More Marketable Economy
  (improve TMA recruiting and retention)
(Making a Difference Costs Money)

FUNDRAISING: YOU GET WHAT YOU PAY FOR
SAMPLE BUDGET ITEMS

- Staffing
- Program Management
- Technology
- Contract Services
- Research
- General Administration
- Marketing
- Staff’s Professional Development
SOURCES OF FUNDS

- Large Corporations
- Local Foundations
- National Foundations
- Minority Companies
- Chamber’s Investment
(Programs are good, Results are better)

CURRICULUM & PROGRAM COMPONENTS:
WHAT GETS MEASURED, GETS DONE
### Sample Curriculum Components

- Targeted Strategic Business Development
- Corporate Sponsorship/Endorsement of MBEs
- Corporate Proactive Engagement in Sourcing Opportunities
- Board Development (for MBEs)
- Periodic and Strategic Networking Events
- Capacity Building Sessions
- Strategic Marketing / Brand Development / SEO
- Formal Strategic Pitch Sessions
- Focused Mentorship / Consulting
- Technical Assistance
- Leadership Development

### Sample Program Components

- Formal Program Strategic Plan
- Corporate Funding & Engagement
- Advisory Board Engagement
- Multi-Year Funding
- Recognitions and Awards
- Program Strategic Partnerships
- MBE Commitment
- Program PR and Media Coverage
PROGRAM METRICS

Key
Blue: Program
Green: Community
Orange: Chamber
Yellow: Diverse Firm

ROI

- # Jobs / Payroll
- # RFP / RFQ Opportunities
- # Referrals & Introductions
- # Training Opportunities / Recognitions / Programs
- # / $ Contract Awards
- # / $ Capitalization
- Company Revenue
(C-suite “buy in” and mid-level “lean in”)

CORPORATE ENGAGEMENT: YOU CAN’T DO IT ALONE
CORPORATE ENGAGEMENT STRATEGIES

- MBA Advisory Council
- Program Investors
- Program Advocates
- Curriculum Involvement
  - Pitch Sessions, Networking, Brainstorming
- Gold Setters Initiative
(High potential, committed MBEs are essential to program’s success)

MBE RECRUITMENT:
IDENTIFYING STRATEGIC SELECTION GUIDELINES
MBA PARTICIPANT VALUE PROPOSITION

- Access
- Exposure, Inclusion & Utilization
- Capacity Building
- Relationship Building
- Improved Knowledge Base
- Motivation
- Ability to Contribute
| **Revenue Range** | $1MM+ |
| **Number of Businesses** | 37 as of June 30, 2014 |
| **Growth** | Growth Focused (Positive historical growth trend) |
| **Tenure** | No requirement |
| **Headquarters** | 15 counties in Ohio, Kentucky and Indiana (Cincinnati MSA) |
| **Industries** | Business to Business or Business to Government |
| **Profitability** | Positive Trend |
| **Employee Base** | 2+ Full-Time Employees (FTEs) / Ability and desire to increase their current # of FTEs |
| **Certifications And Memberships** | Minority Certified  
Must be a CUSARC Chamber Member in good standing |
| **Other** | Program only open to African-American and Hispanic owned companies  
Owner must demonstrate willingness to take counsel |
## Greenville

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue Range</strong></td>
<td>$100k to $5.0MM</td>
</tr>
<tr>
<td><strong>Growth</strong></td>
<td>Growth Focused (Positive historical growth trend)</td>
</tr>
<tr>
<td><strong>Tenure</strong></td>
<td>3 Years in Operations</td>
</tr>
<tr>
<td><strong>Headquarters</strong></td>
<td>Upstate South Carolina (all 10 counties in the “Upstate”)</td>
</tr>
<tr>
<td><strong>Physical Location</strong></td>
<td>Commercial Space (Non-Home Based Businesses)</td>
</tr>
<tr>
<td><strong>Profitability</strong></td>
<td>Positive 3-Year Average (adjusted)</td>
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<tr>
<td><strong>Employee Base</strong></td>
<td>2+ Full-Time Employees (FTEs) / Ability and desire to increase their current # of FTEs; At least 1 FTE Manager – aside from owner</td>
</tr>
<tr>
<td><strong>Number of Businesses</strong></td>
<td>15</td>
</tr>
</tbody>
</table>
| **Certifications And Memberships** | CMSDC Certified / Certifiable  
Must be a Greenville Chamber Member in good standing throughout participation period or willing to become a Greenville Chamber member upon acceptance into the program. |
| **Preferred Industry Sectors**   | Manufacturing, Professional Services, Transportation, Construction, IT, Energy, Healthcare                                                                                                                      |
| **Other**                        | Execute M.O.U prior to program launch date designed to ensure commitment on the MBE’s part to the program                                                                                                   |
Thank You!