



INNER CITY CAPITAL CONNECTIONS

Positioning Inner-City Businesses For Long-Term Success

Sacramento 2018

Inner City Capital Connections (ICCC) is a national program designed by the Initiative for a Competitive Inner City (ICIC) to help small businesses in economically-distressed areas build capacity for sustainable growth in revenue, profitability, and employment.

The 40-hour program spans 3-6 months and covers a diversity of topics, including best practices in strategy, sales & marketing, talent recruitment and management, and entrepreneurial finance. It is structured as follows:

- Opening Seminar (**Sacramento's seminar is Wednesday, October 10**)
 - If this date is not possible, consider attending one of our other seminars.
- Webinars (August to October 2018)
 - Webinars should be completed prior to the October 10 Opening Seminar
- Individualized coaching with bankers/consultants (October 2018)
 - Coaching will happen after the October 10 Opening Seminar
- National Capital Conference in Boston (**Tuesday, November 13**)
 - This includes the opportunity to pitch live to capital providers and to network with ICCC participants from all of our cohorts.

Participants graduate from ICCC with a clearer understanding of their growth plan, custom solutions to their unique business challenges, and a new network of peers, mentors, and capital providers.

Nationally, 1,700 ICCC alumni—41% of whom are women and 65% of whom are minorities—reported:

- 172% growth in revenue
- 16,000 jobs created, with more than half paid above \$40,000
- \$1.47 billion in total capital raised.

“The ICCC program provides the essential tools entrepreneurs need to do more than just survive but to thrive in today’s constantly evolving business landscape.”

*Vanessa Ballesteros, CEO, Sunbox Inc.,
ICCC Los Angeles Participant '17*

Apply for the 2018 ICCC program today at apply.iccapitalconnections.org

ICCC is offered at no cost to all accepted participants thanks to our sponsor, Kaiser Permanente! Participants are, however, responsible for travel and lodging related to the opening seminar and national conference.

For questions regarding the application process, contact Andrea Sotomayor, Manager, Western Region, at 310-740-3405 or asotomayor@icic.org.

