

PROGRAM OVERVIEW

The Minority Business Growth Initiative provides pro bono advisory services to business owners of color to help them scale their business operations and prepare to seek growth capital

OBJECTIVES

1. Provide business owners access to **professional advisory services**
2. Unlock the potential of businesses ready to **scale**
3. Position businesses to gain greater **access to capital**
4. Assist owners in **building wealth**
5. **Increase the share of assets** in communities of color


SUCCESS STORIES

1. Assisted a south side bakery in developing its **ecommerce strategy** to support online demand and raise over \$1M in capital
2. Advised a south side restaurateur **on expanding wholesale operations** and attain over \$1M in venture capital
3. Provided a south side chemical manufacturer guidance on **enhancements to its ERP** to improve accuracy and efficiency on the warehouse floor

PROGRAM STRUCTURE



OUR SELECTION CRITERIA

 <p>Business is minority-owned and operational for at least 1-3 years</p>	 <p>Founder and/or leadership team is willing to seek, carefully consider, and integrate project feedback</p>
 <p>Operates in a city where WM has an office, with recurring revenue of \$250K-\$1M+</p>	 <p>Founder is open to receiving capital in exchange for equity</p>
 <p>Founder and/or leadership team owns at least 51% equity (majority owner)</p>	 <p>Business has more demand than supply (i.e., in growth mode)</p>

IS YOUR BUSINESS READY FOR THE NEXT LEVEL OF GROWTH?

Contact ctrendon@lisc.org and cbooth@westmonroe.com to learn more about the program. To apply, complete an online application [here](#).