



INNER CITY CAPITAL CONNECTIONS

Positioning Inner-City Businesses For Long-Term Success

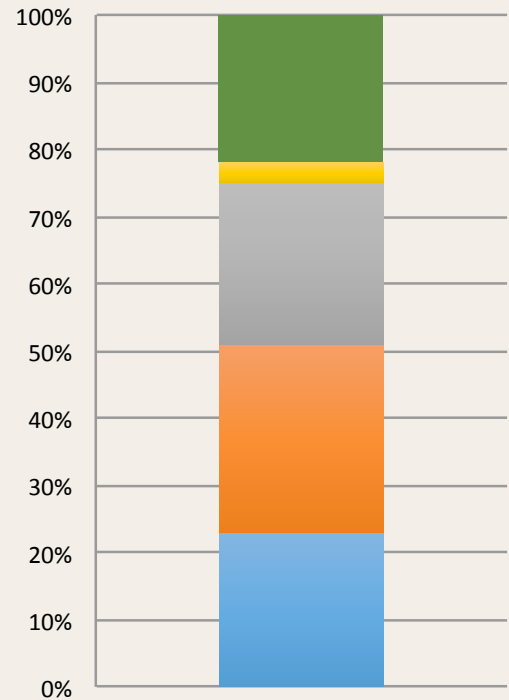
ICCC Los Angeles Summary Report

Introduction

Inner City Capital Connections was thrilled to be working again in Los Angeles alongside our partners Kaiser Permanente, Cardinal Health, AmeriSource Bergen and Ernst & Young. The cohort of 101 companies comprised 8 different industries. The ethnicities of the cohort represented the strong diversity of Los Angeles with 78% of businesses being minority-owned and 54% women-owned. Overall, the cohort represented a wide array of business owners from historically underrepresented groups.

The Los Angeles market was an important area for this type of learning and development when considering the size of the market, the diversity of population, and the city-wide need. Los Angeles has an unemployment rate that has been on the decline; however, the poverty rate has been increasing nearly 1% annually for the past four years, reaching nearly 19% in 2017. This shows that the Los Angeles area is in desperate need of more good-paying jobs. Collectively, the cohort employs over 1,700 people and generates annual revenue of slightly more than \$277 million. With an average company age of 15 years, these businesses are an essential part of the regional economy who have a direct impact on the regional economy. As they learn with their cohort and ICCC, these businesses will raise capital, create jobs and help drive growth in their communities.

ICCC Los Angeles Demographics



■ African American
 ■ Asian
■ Latino
 ■ Other
■ White

54%
women-owned

78%
minority-owned

Participant Profile

\$2.8M
application
revenue on
average



15
years in
business on
average



17
employees
on average



8
industries



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ICCC Participant Quotes

“Amazing presentation on getting ready for growth capital.”

“Appreciate the professors presentations! Very informative!”

“This has been a great day of learning so many different topics covered!”

“All professors were top-notch!”

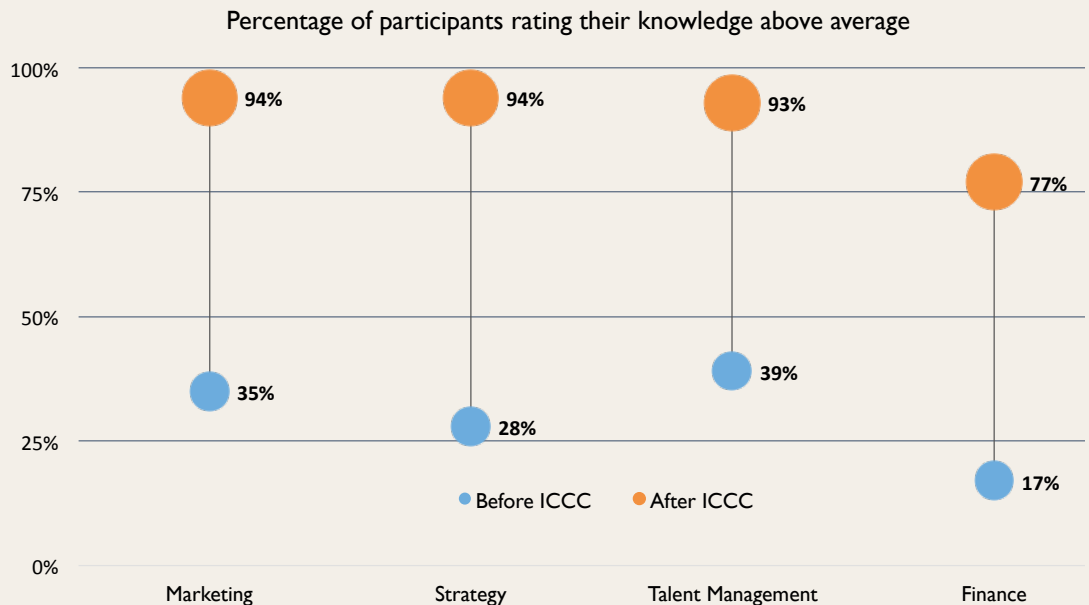
“This is an excellent resource for small businesses - definitely an MBA on steroids!”

“The financial professor was excellent!”

“This is an incredible organization and completely under-marketed. What an amazing program!”

Learning at ICCC

After the opening seminar, the Los Angeles cohort demonstrated immense growth in their business knowledge that will assist them as they look to grow their businesses, create jobs, and raise capital. In all four learning areas, less than 40% of the cohort rated their knowledge before the seminar as above average. However, after the seminar more than 90% of the cohort rated their knowledge as above average in three of the four session topics, as can be seen in the graph below.



The highest rated session was Susan Perkins’ on strategy, an area where participants needed resources with 40% of participants stating they did not believe their business had a competitive advantage in the market. The largest growth in knowledge prior and post-seminar was in the finance session; this jump in understanding for the financial session was significant as only 29% of participants stated they understood academic finance and related terms before the seminar. Following the seminar, the cohort continued their learning through ICCC webinars, coaching and the national conference.



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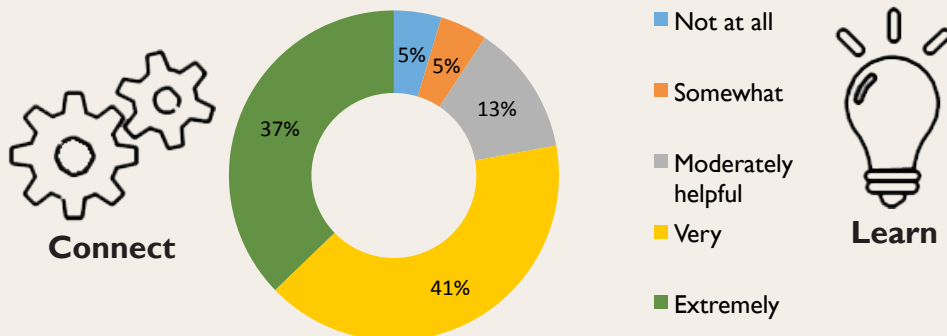
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Individualized Learning

The program includes individual and group coaching sessions that guide participants through developing custom solutions for their businesses. During coaching sessions, participants are paired with a coach to receive feedback and direction on the best approach to perfecting their pitch and improving or restructuring their strategic growth plans. The needs and the relationship with coaches vary. Many continue the relationships with their coach for additional guidance as questions or issues arise. ICCC’s ongoing mentorship component is key to addressing growth challenges and positioning businesses for long-term success.

These sessions were extremely valuable to ICCC participants and we are indebted to our many volunteers who make these great connections possible! For those companies that were not seeking capital, coaching helped refine their company story and future growth plans. Overall, more than three-quarters of participants found their coaching session to be very or extremely helpful. They planned to apply the new knowledge from their coach by clarifying their capital needs, refining their approach to securing debt or equity and to improve their growth plans moving forward.

Helpfulness of ICCCVirtual Coaching



ICCC Participant Quotes

“The coaching session provided a wake-up call on what I need to focus on to grow my business.”

“His feedback on my presentation’s clarity was very helpful.”

“I feel more confident approaching investors. My underlying investing theory and approach was confirmed as valid.”

“I learned very important points on how to apply for an increase, I am beyond grateful for what we spoke about today, I learned A LOT.”

“The overall picture of how to position my company and information on options I was not aware of. As well as the ability to contact the coach for future feedback. Excellent!”



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Putting Learning to Practice

With over 300 attendees, the culminating conference for ICCC 2017 was a great success, allowing participating companies to network with capital providers and business owners from across the country. This year's theme was "Cash is King and Strategy is Queen". Sessions included focuses on strategy, pricing, cybersecurity, and how to best utilize lawyers. All of that learning was in addition to the annual "Shark Tank" style pitch from three companies to a panel of investors in front of the entire conference. The participants attended for a variety of reasons, as can be seen in the graph below, but all left with a larger network, improved business knowledge, and connections with capital providers. Speakers covered a wide variety of topics related to business strategy and growth, and 96% of participating companies found the education applicable and useful for their business.

97%
said ICCC NYC
was a valuable
experience

91%
said they made useful
connections with
fellow participants

94%
said they gained
tools to grow
their business

Participants stated that they were now more confident about how to grow their business and over three quarters stated they planned to use the education of ICCC to better position their business for growth. For accessing capital, 78% of conference attendees stated they were now more likely to access capital and 86% said the program had affected their perspective on sources of capital. For the quarter of all participants that attended the conference with the goal of meeting capital providers, 85% stated they had met at least one potential investor. Overall the 2017 ICCC Cohort was ready to grow, raise capital and create jobs. We are very proud of our expanding network and the great business owners that participated this year.

What brought ICCC participants to NYC

