

INNER CITY CAPITAL CONNECTIONS

Strengthening Small Businesses, Shaping Healthy Communities



2022 NORTHERN CALIFORNIA COHORT: AUGUST 2 & 4

The Inner City Capital Connections (ICCC) is a **tuition-free executive program** to help small businesses build long-term sustainable growth and navigate the impact of the COVID-19 pandemic.

REQUIREMENTS FOR BUSINESSES TO APPLY

- 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 3 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.

IMPORTANT DATES

- Application Deadline:** Friday, July 8th, 2022
- Virtual Training:** August 2nd (9 am-1 pm) and August 4th (9 am-1:30 pm)
- Digital Learning (self-paced):** August-December
- Coaching:** August-December
- Annual Conference:** December 6th-8th

PROGRAM STRUCTURE

Includes a mandatory 2 half day virtual training followed by coaching, digital learning, and an annual conference (total time commitment of 40 hours spread over a 5-month period). All programming will be virtual in 2022.

TRAINING TOPICS

- Accessing Capital
- Marketing and Sales
- Leadership and Talent Management
- Growth Strategies
- Finance

“ 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 2020 & 2021 PARTICIPANT



[APPLY.ICCAPITALCONNECTIONS.ORG](https://apply.iccapitalconnections.org)

For questions, contact Sam Figueroa, *Lead Program Coordinator*, at sfigueroa@icic.org or 617.238.3047.