



The
SUPPORT CENTER

Your Partner in Small Business Growth

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www.thesupportcenter-nc.org

TSC is a statewide nonprofit and Community Development Financial Institution (CDFI).

VISION

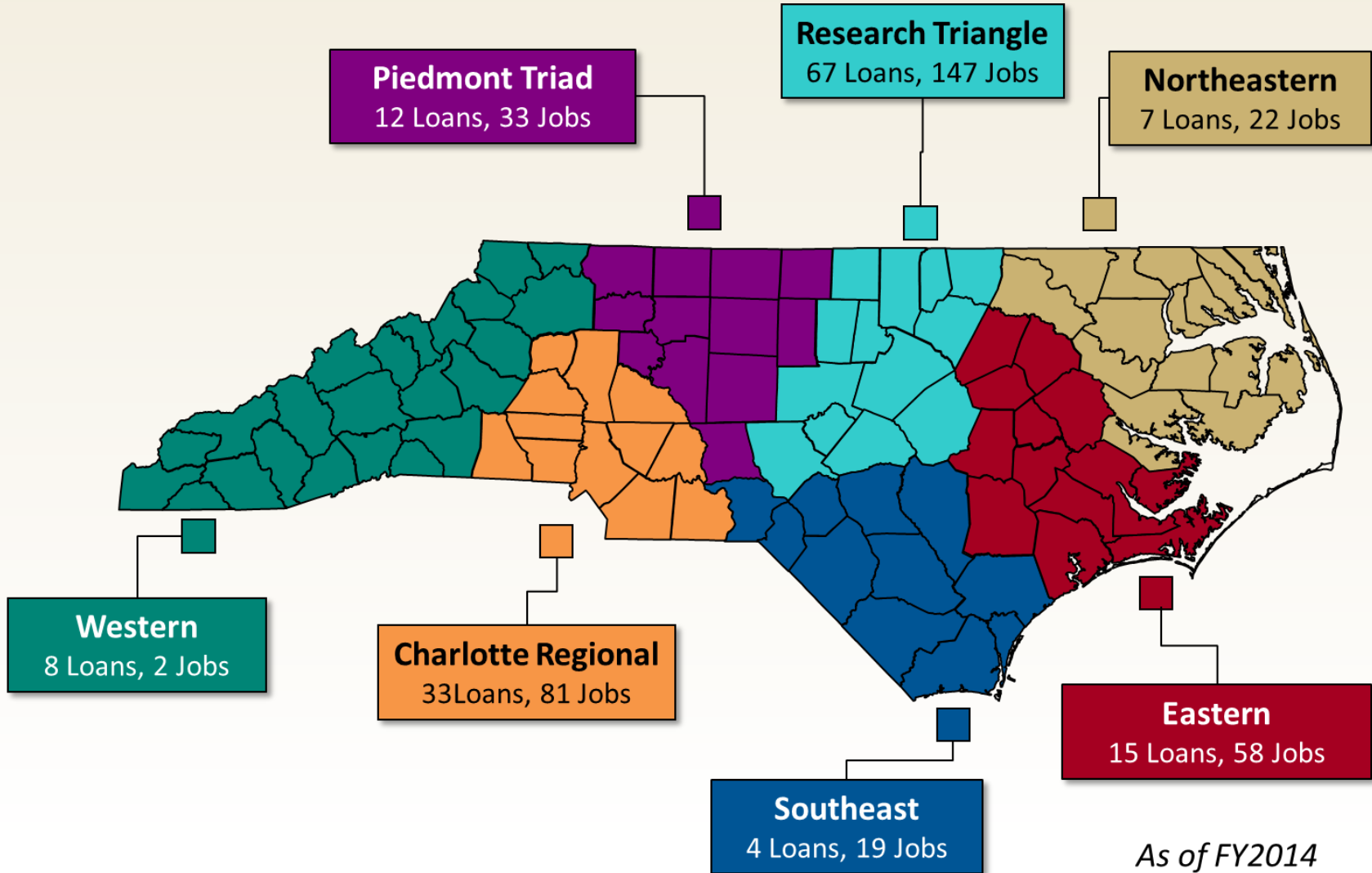
To create economic opportunity for all people.

MISSION

To foster economic development in underserved communities by providing capital, business services, and policy research to support small businesses.

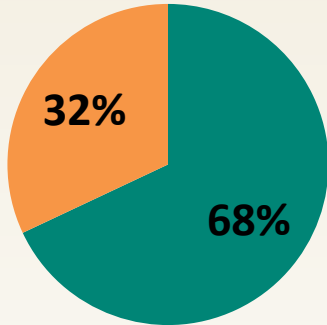
LOAN PORTFOLIO

Direct Loans and Jobs Created Since 2010

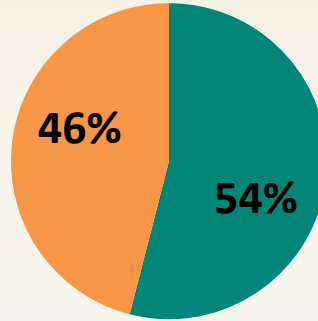


LOAN PORTFOLIO

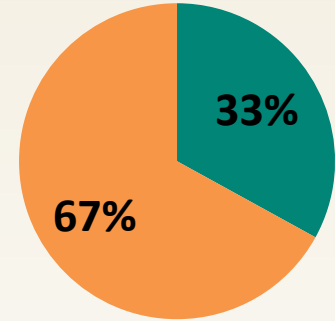
Borrower Demographics



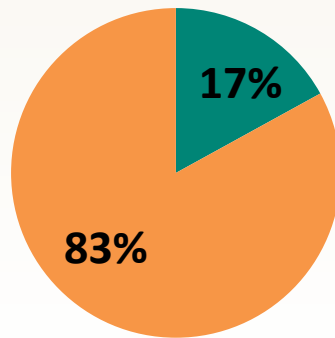
68% Urban / 32% Rural



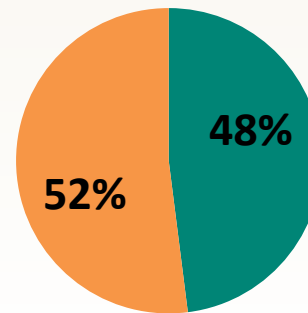
54% Minority-Owned



33% Women-Owned



17% Veteran-Owned



48% Low-Income

2014 ALC SESSIONS

**Entrepreneurship as an Asset in
Communities of Color**

**Firm Connections: Rural Businesses and
Rural Asset Building**

2014 ALC SESSIONS

Entrepreneurship as an Asset in Communities of Color

Presenters:

- Los Angeles Minority Business Development Agency- USC Bridges to Business Success
- City of Chicago Chief Small Business Officer
- DC Department of Small and Local Business Development
- Interise (moderator)

2014 ALC SESSIONS

Rural Businesses and Rural Asset Building

Presenters:

- Northern Initiatives
- McIntosh SEED
- alt.Consulting
- Aspen Institute (moderator)

2014 ALC SESSIONS

Key Takeaways:

- Need for technical assistance & counseling
- Streamlining and simplifying permitting, licensing, etc.
- Connecting businesses to financial resources
- Building relationships with local groups
- Connecting businesses to markets & opportunities

2014 ALC SESSIONS

Rural Entrepreneurs:

- Economically distressed areas
- Using technology to provide training remotely
- Turning a small business into an asset
- Succession planning to retain rural businesses
- Use of value chains to develop network and wide support

“Not enough to simply provide capital; knowledge supports wealth creation and business growth”

- Northern Initiatives

2014 ALC SESSIONS

Customize Support for Businesses of Different Types and Sizes

Business Size	Number of Employees	Annual Revenue	Management Style	Organization Structure
2 nd Stage Enterprise	10-99	>\$5 million <\$20 million	Delegative	Delegation/ Systems
Small Business	6-20	>\$250,000 <\$5 million	Individualistic/ Directive	Centralized/ Functional/ Control
Micro Business	1-5	<\$250,000	Individualistic/ Directive	Centralized/ Control
Start-up/Self-Employed	1-2	<\$100,000	Individualistic/ Entrepreneurial	Informal

2014 ALC SESSIONS

Online Portal for Business Assessment, Trainings & Resources

The screenshot shows a user interface for a business portal. At the top, there is a navigation bar with links: HOME, TRAINING +, BUSINESS TOOLS, ARTICLES, FORUM, and MESSAGES (1 NEW). The main content area is divided into several sections:

- User Profile:** Jane Doe, Widgets, Inc. Company. Includes a "Message Your Business Advisor" button.
- TRAINING GOALS:** Lists categories like Money: Tax Planning & Reporting, Marketing: Sales, Money: Financial Management, and Tax: Online Succession Planning.
- Messages:** A "New!" notification for "Welcome To Northern Initiatives".
- Training Sessions:** Includes "Tax planning and reporting", "Insurance", "Selling and succession planning", and "Financial Management".
- Business Tools:** Includes "BREAK-EVEN TARGET PROFIT", "SALES PLANNER", "MARK-UP VS. MARGIN", and "SCORECARD".
- Articles:** Lists "Consumer Information on Money and Credit", "The Secret Psychology Behind Persuasive Content", and "5 Scientifically Proven Ways to Work Smarter, Not Harder".
- Forum:** A section for asking questions and connecting with peers, with a sample question: "How do I decide if expanding my business is worth the risks?".

Five orange callout boxes with arrows point to specific features:

- Track progress towards training plan:** Points to the TRAINING GOALS section.
- Connect with NI coaches and receive updates:** Points to the Messages section.
- View Video Trainings:** Points to the Training Sessions section.
- Calculate break-even, markup, ratios and sales by product or service:** Points to the Business Tools section.
- Recommended articles based on preferences:** Points to the Articles section.
- Ask a question and connect with peers:** Points to the Forum section.

2014 ALC SESSIONS

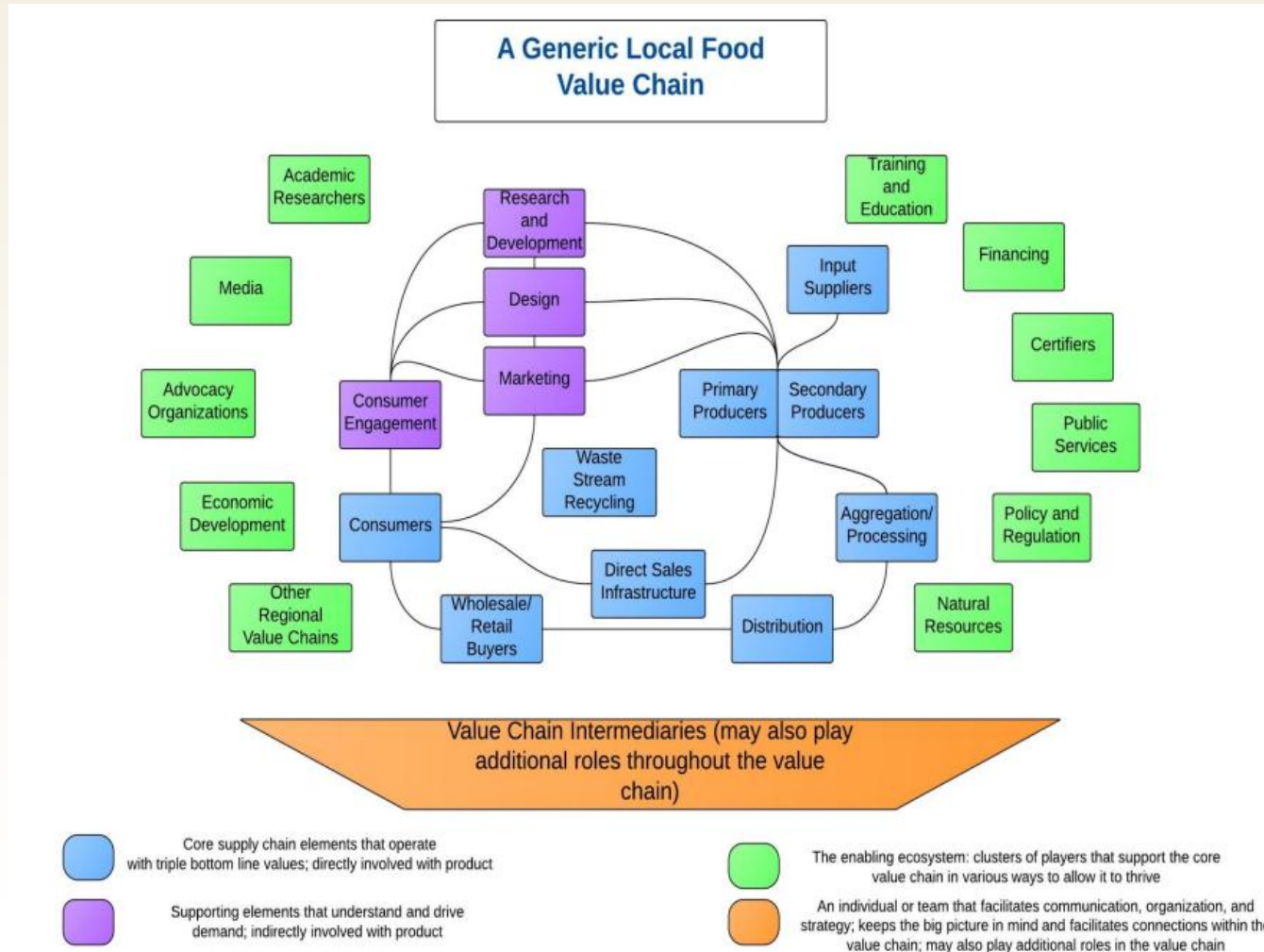
FDIC Money Smart for Small Business Curriculum:

- Insurance
- Tax Planning and reporting
- Selling and Succession Planning
- Financial Management
- Banking Services
- Risk Management
- Credit Reporting
- Organizational Types and Considerations
- Time Management for Small Business
- Record Keeping as a Management Tool



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Value Chain



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The North Carolina Context:

- NC economic recovery has not been broadly shared
- Many still struggling after the Great Recession
- 820,000 small business in NC, accounting for one-quarter of payroll
- Small businesses face significant challenges in starting up and growing

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Entrepreneurship as Asset Building in NC:

- What are the implications in NC?
- Which of these tools and resources would be most useful here? Which would not?