

▶ WE CREATE OPPORTUNITIES

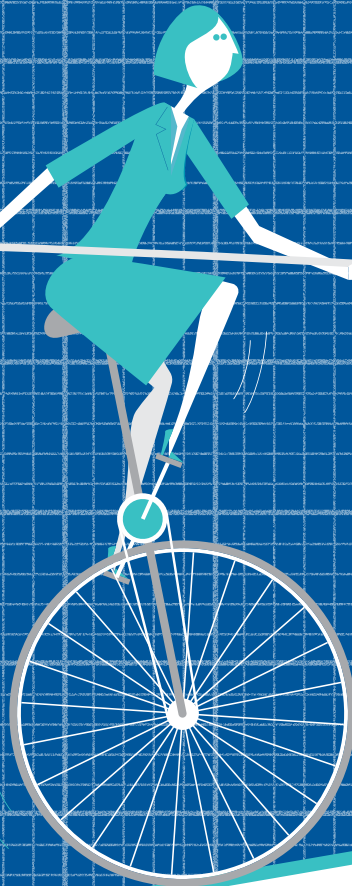


URBANBUSINESSGROWTH*initiative*

2018 | YEAR 5 REPORT

BUILDING OPPORTUNITIES IN THE URBAN CORE

A lot of great things
happen when business
owners have the right
tools to weigh the risks.



5-YEAR TOTALS

SCHOLARSHIPS AWARDED 455

BUSINESSES STARTED 63

JOBES CREATED 350

SALES INCREASE \$49,120,925

CAPITAL & INVESTMENT \$16,199,590

GOVERNMENT CONTRACTS \$7,596,960

The five-year results of the Urban Business Growth Initiative tell a compelling story:

UBGI has delivered more than 450 scholarships for business training that have helped business owners in Kansas City's urban core found more than 60 businesses and create at least 350 jobs. That translates to a more than \$49 million increase in sales and over \$7.5 million in government contracts.

UBGI ensures successful outcomes by identifying, assessing and supporting an active pipeline of clients with diverse training opportunities and counseling. Through a strong partnership of entrepreneurial resources, UBGI provides a seamless process that is developing and strengthening business in the urban core of Kansas City, Missouri.

UBGI is a collaboration of KC BizCare (the Business Customer Service Center of the City of Kansas City, Missouri), the UMKC Small Business & Technology Development Center (UMKC SBTDC), the Missouri Procurement Technical Assistance Center (MO PTAC), Justine PETERSEN, the Women's Business Center and KCSOURCELINK. Funding for the Urban Business Growth Initiative comes from the City of Kansas City, Missouri, and the U.S. Small Business Administration.

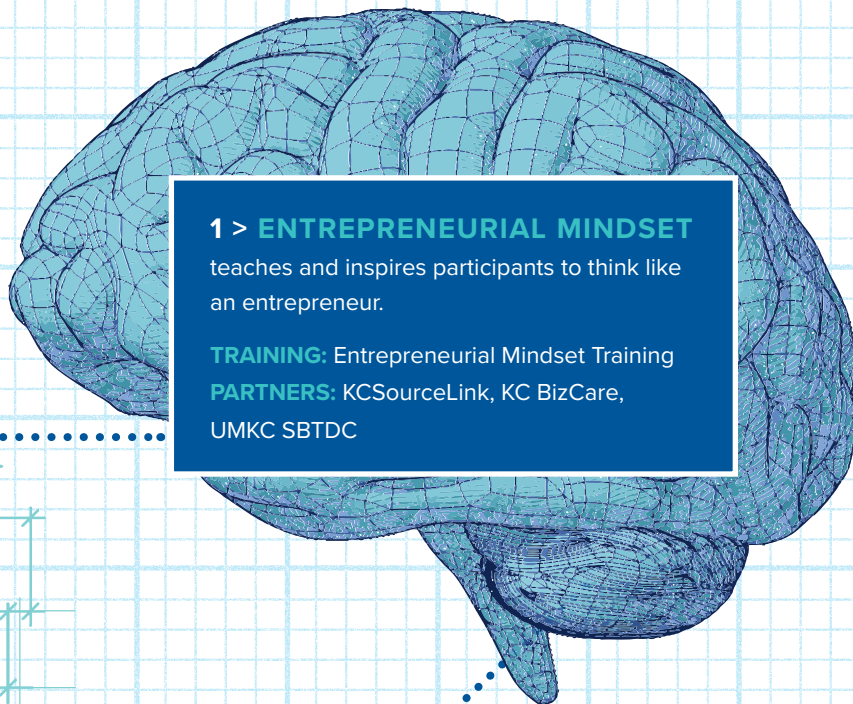
**BUILDING A
CONTINUUM OF COURSES
TO SPARK AND SCALE
BUSINESS GROWTH
IN KANSAS CITY'S
URBAN CORE**

1 > ENTREPRENEURIAL MINDSET

teaches and inspires participants to think like an entrepreneur.

TRAINING: Entrepreneurial Mindset Training

PARTNERS: KCSOURCELINK, KC BizCare,
UMKC SBTDC

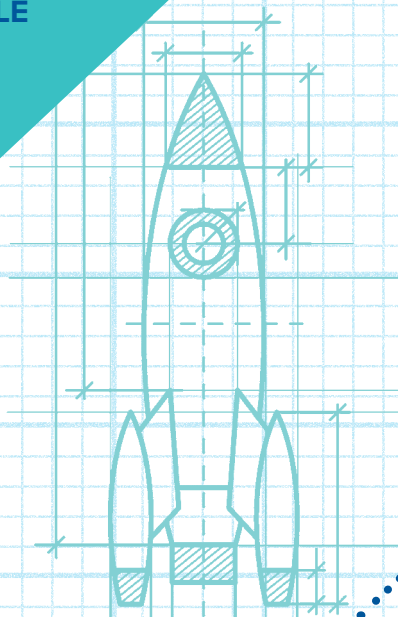


2 > BUSINESS FEASIBILITY AND STARTUP

supports entrepreneurs with high-impact training programs and one-on-one counseling.

TRAINING: ELEVATIONLAB™ NEW VENTURE,
ELEVATIONLAB™ TECH VENTURE

PARTNERS: UMKC SBTDC



3 > FINANCING

helps entrepreneurs make more informed financial decisions.

TRAINING: Reading and Understanding Financial Statements – It's All about the Benjamins!

PARTNERS: Women's Business Center, Justine PETERSEN, UMKC SBTDC



4 > GROWTH

advances businesses through ongoing mentoring and connections to new markets and customers.

TRAINING: ELEVATIONLAB™ CONSTRUCTION VENTURE, Social Media Road Map for Business, Winning Government Contracts: The First Steps, ELEVATIONLAB™ GROWTH VENTURE

PARTNERS: MO PTAC, UMKC SBTDC



YEAR 5

58

Jobs Created

19

Businesses Started

“ In the past five years, we’ve seen even greater investment in our urban core, and it’s in large part because of the innovative vision of Kansas City’s entrepreneurial community.

The UBGi program has been critical to that by empowering local talent from our city’s core to be full participants in the city’s economic momentum.”

— MAYOR SLY JAMES
KANSAS CITY, MISSOURI

\$2,061,700

Increased Sales

26

Jobs
Retained

91

Scholarships
Awarded

255

Counseling
Hours

TRAINING PROGRAMS

ELEVATIONLAB™ CONSTRUCTION VENTURE

ELEVATIONLAB™ GROWTH VENTURE

ELEVATIONLAB™ NEW VENTURE

ELEVATIONLAB™ TECH VENTURE

Entrepreneurial Mindset Training

Reading and Understanding Financial
Statements – It’s All about the Benjamins!

Social Media Road Map for Business

Winning Government Contracts: The First Steps

*All data reported by UMKC SBTDC/PTAC
from Aug. 1, 2017 – July 31, 2018.*

\$823,950

Capital Investments

\$140,168

Government Contracts Awarded

DEVELOPING REAL-WORLD SUCCESS IN THE CLASSROOM

DONALD HAWKINS | CITYSMART



Kansas City entrepreneur Donald Hawkins knows about the power of community—and what can happen to community when businesses leave a city. So his latest app, CitySmart, aims to help small businesses crack into mobile marketing and showcase their services to new customers.

ELEVATIONLAB™ TECH VENTURE helped him clarify his value proposition, define who his customers were and tweak his business model.

“The **TECH VENTURE** class gives you the connections and tools to get the foundation built correctly,” he says. “Like everything in life, if the foundation is good, you can build as high as you’d like.”

And Donald is building on what he’s learned in class and in the real world. In August 2018, he started the next chapter of his journey at a top tech accelerator, where CitySmart is poised to grow.

HER BUSINESS IS A CANVAS

CRYSTAL PIHL | RADIANT CRYSTAL CREATIVE, SPARROW STUDIOS

A tough point in artist Crystal Pihl’s life inspired her to shelve her day jobs, pick up her camera full time and heed the call of entrepreneurship.

“What you have to give is important, so if you want to start a business, that’s what’s going to impact people and make a difference,” she says. “It has to.”

She says she hadn’t created her photography business sooner because she wasn’t sure of the direction she wanted to take. Entrepreneurial Mindset Training helped her define that business concept and connected her with a support network of fellow entrepreneurs as well as a business coach who’s given her advice and work opportunities.

As she channels her fine-art photography into a business, she’s also thinking about how she could expand into interior design, selling products and other photo services.



WHERE ARE THEY



PROGRAMMED FOR ENTREPRENEURSHIP

JOSH LEWIS | *UPDOWN NIGHTLIFE APP, PROXXY MEDIA*

Josh Lewis was a college student when he first got his idea for his entertainment app, UpDown NightLife. He took the **ELEVATIONLAB™ TECH VENTURE** course, which he says showed him the importance of financials and how to produce revenue. The program also helped him launch his second venture, Proxxy Media.

WHAT I LEARNED: My coach taught me how to break down who my key customers and partners were, which helped me bring in almost three times more money each month. To grow my business, I learned it's important to have a full plan for every move I make.



WEAVING THE RIGHT VENTURE

JOHANNA MILLER | *POTION YARNS*

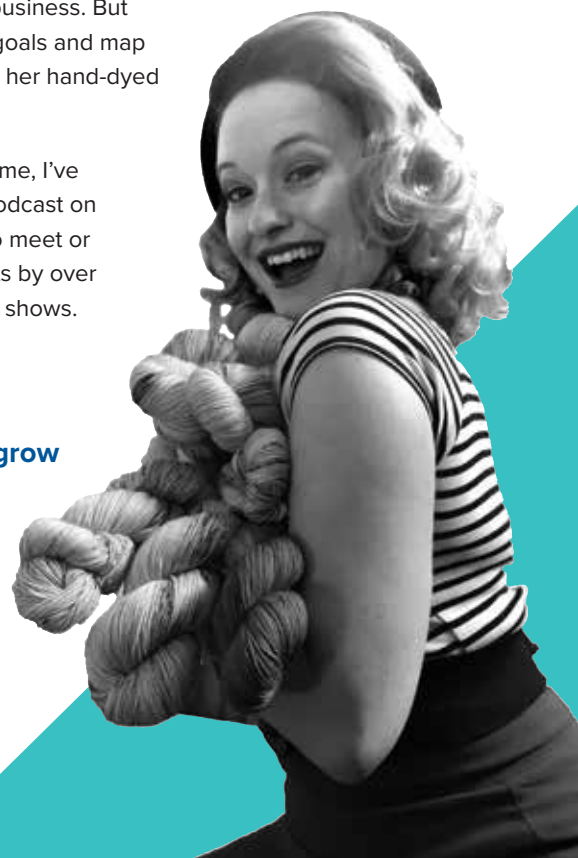


Johanna Miller thought she wanted a brick-and-mortar business. But Entrepreneurial Mindset Training helped her clarify her goals and map a better plan for an online business. Now, she's growing her hand-dyed yarn venture, Potion Yarns.

WHAT I'VE ACCOMPLISHED SINCE UBG: In a year's time, I've dramatically increased my inventory, started a weekly podcast on YouTube, grown my social media audience, continued to meet or exceed business goals for each quarter, increased profits by over 10 percent and traveled to out-of-state events and trade shows.

“ Don't ever think you're too old, too inexperienced or too poor to grow and try new things. And don't think you can't do something because you don't have money. Find alternative solutions, take a class, be patient, save up, get help and think outside the box. ”

— JOHANNA MILLER, POTION YARNS



NOW?

Since its inception five years ago, UBGI has helped start more than 60 businesses and create at least 350 jobs. Four UBGI alumni (who are now job creators who run their own businesses) reveal what they've accomplished in the years since they completed the program.

A NEW WINDOW OF OPPORTUNITY

JORGE AGUILAR | EMPIRE CLEANING



Jorge Aguilar started his own window-cleaning business when he was 21. Since then, he's added commercial and high-rise cleaning, bought a competitor's company and served clients nationwide. **ELEVATIONLAB™ GROWTH VENTURE** helped him mindfully expand his operation.

WHAT I'M WORKING ON NOW: Since the program, I think more like a CEO and focus on financials and documentation. We have contracts in more than nine states, and our team travels across the country. We plan to increase our company size by half within the next year and 150 percent in the next three years.

GROWING A BUSINESS WITH STYLE

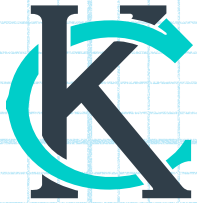
MOLLY BINGAMAN | LADYBIRD STYLE LAB & SALON

Years ago, Molly Bingaman left her job as a paralegal and started her own fashion consulting business out of her home. The **ELEVATIONLAB™ NEW VENTURE** and Entrepreneurial Mindset Training courses helped prep her biz (and her brain) for her brick-and-mortar Ladybird Style Lab and Salon.

WHAT UBGI TAUGHT ME: I probably wouldn't have gone forward if I hadn't had the tools I got from **ELEVATIONLAB™** courses. It was really helpful to feel like I wasn't going in blind, and it gave me a greater awareness of what I should be thinking about to transition to a physical location.



PARTNERSHIP TO BUILD A STRONGER URBAN CORE



A University of Missouri Extension Partner



A University of Missouri Extension Partner

KC **Source** LINK[®]



justine PETERSEN
BUILDING ASSETS. CHANGING LIVES.



KC **bizcare**

URBANBUSINESS**GROWTH** *initiative*

4747 Troost Ave.

Kansas City, Missouri

816-235-6063

umkcsbtdc@umkc.edu

sbtdc.umkc.edu