

URBANBUSINESSGROWTH*initiative*

WE CREATE OPPORTUNITY

2019 REPORT



BUILDING OPPORTUNITIES IN THE URBAN CORE

\$6.1 M

IN REVENUE

\$2.2 M

IN CAPITAL
INVESTMENTS

\$9,477

IN GOVERNMENT
CONTRACTS

SIX YEARS LATER, THE URBAN BUSINESS GROWTH INITIATIVE CONTINUES TO ELEVATE THE ASPIRING ENTREPRENEURS AND SEASONED BUSINESS OWNERS WHO LIVE OR WORK IN THE URBAN CORE OF KANSAS CITY, MISSOURI. UBGI's rigorous, innovative and engaging curriculum guides these innovators, pioneers and makers toward success. With its robust suite of programs, UBGI helps them envision, develop, optimize and execute their business ideas and goals and leverage key connections to experts, colleagues and organizations in KC entrepreneurship.

Year 6 alums of the UBGI program improved our community by creating 105 jobs, starting 12 businesses, bringing in over \$6.1 million in revenue and landing over \$2.2 million in investments. Those real-world positive benefits result from 93 UBGI scholarships and more than 375 counseling hours, proof that work in the classroom creates real-world opportunities in entrepreneurship.

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



**JAMES AND
MISHAWNDA MINTZ**
InvestMintz Properties LLC

GETTING THE RIGHT TOOLS FOR BUSINESS GROWTH

For 15 years, Mishawnda and James Mintz dreamed of running their own real estate investing business. In 2017, they took the plunge.

But after just two years in business, InvestMintz Properties LLC had its share of growing pains: fickle contractors, scheduling headaches and other issues, some that forced the couple to work on the job site, instead of handling business in the office. They needed a solution.

"ELEVATIONLAB™ GROWTH VENTURE definitely changed our mindset in how we approach our company," Mishawnda says. "I've always been a creative thinker, but the course pushed me to think outside my comfort zone."

Mishawnda and James learned how to incorporate business processes to schedule jobs more efficiently, vet contractors, develop a runway for future marketing and better manage business finances, all so they could get the right perspective to be proactive instead of reactive.

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

- 01 ENTREPRENEURIAL MINDSET** ——— teaches and inspires participants to think like an entrepreneur.
Training: Entrepreneurial Mindset Training
Partners: KCSourceLink, KC BizCare, Missouri SBDC at UMKC
- 02 FEASIBILITY & STARTUP** ——— supports entrepreneurs with high-impact training programs and one-on-one counseling.
Training: **ELEVATIONLAB™ NEW VENTURE**, **ELEVATIONLAB™ TECH VENTURE**
Partners: Missouri SBDC at UMKC
- 03 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, AltCap, Missouri SBDC at UMKC
- 04 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, Missouri SBDC at UMKC

12

BUSINESSES STARTED

105

JOBS CREATED

91

JOBS RETAINED

375

COUNSELING HOURS

93

SCHOLARSHIPS

All data reported by Missouri SBDC at UMKC and MO PTAC from Aug. 1, 2018–July 31, 2019.

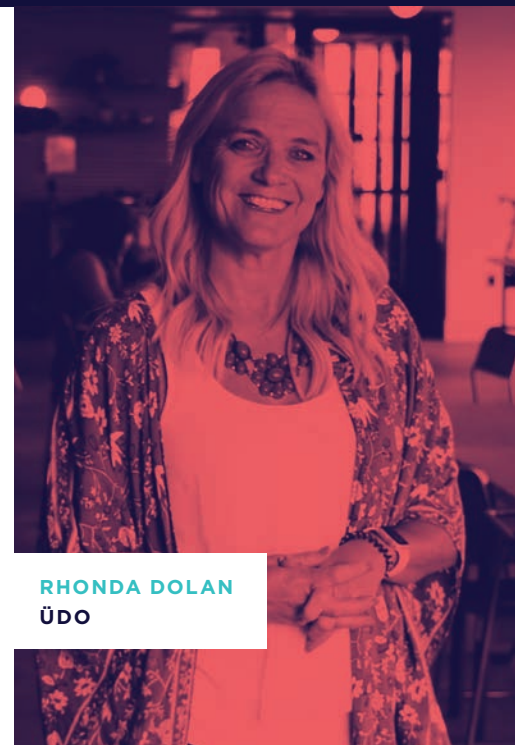
CRACKING THE CODE FOR SUCCESS IN TECH

Rhonda Dolan lost her full-time job in 2018. But in just 18 months, she created a personal assistant app, Üdo, that's growing—even though she says she had never started a business before and wasn't a developer.

But the single mother of three says she did make the right moves early on. Rhonda made key connections in KC's tech community when she took the **ELEVATIONLAB™ TECH VENTURE** course, which helped her get skills and coaching she's leveraged beyond the class.

"There were things I had to work on, like balance sheets and profit and loss statements, and working with mentors to build that knowledge base helped me get to the next level," she says.

The class helped Rhonda nail her pitch, earn funding and land other wins, like being named the Greater Kansas City Chamber's 2019 Entrepreneur of the Year.



RHONDA DOLAN
ÜDO

“

I PROBABLY
WOULDN'T HAVE
GONE FORWARD
WITHOUT THE TOOLS
I GOT FROM UBGI. I
GOT THE CONFIDENCE
TO START AND GROW.

”

MOLLY BINGAMAN
LADYBIRD STYLE LAB AND SALON

“

UBGI WAS AN AMAZING
EXPERIENCE. IT HELPED
US REALLY KNOW
OUR CUSTOMERS
AND ADJUST OUR
ADVERTISING. IT MADE
OUR COMPANY BETTER.

”

DONALD HAWKINS
GRIFFIN TECHNOLOGIES

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of Missouri, on behalf of the UMKC
Innovation Center and the Missouri
SBDC at UMKC

PARTNERSHIP TO BUILD A STRONGER URBAN CORE



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