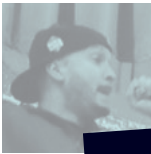




**URBAN**BUSINESSGROWTH*initiative*  
2017 REPORT



WE CREATE  
OPPORTUNITIES





# BUILDING OPPORTUNITIES IN THE URBAN CORE

**Understanding the entrepreneurial journey and commitment—before starting a business—helps future business owners make and take better risks. That's where the Urban Business Growth Initiative (UBGI) comes in.**

UBGI brings together key resources within the Kansas City community to create a suite of tools, classes and counseling to help business owners develop their entrepreneurial mindset, create jobs and grow businesses in Kansas City's urban core.

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 Kansas City, Missouri's urban core.

UBGI is a collaboration of KC BizCare (the City of Kansas City, Missouri's Business Customer Service Center), 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 AN INFRASTRUCTURE FOR BUSINESS GROWTH IN KANSAS CITY'S URBAN CORE

### ENTREPRENEURIAL MINDSET

with focused outreach to urban community

**Training:** Ice House Entrepreneurship Program

**Partners:** KCSOURCELINK, KC BizCare, UMKC SBTDC

### BUSINESS FEASIBILITY AND STARTUP

with high-impact training programs and one-on-one counseling

**Training:** FastTrac® NewVenture™, FastTrac® TechVenture™

**Partners:** UMKC SBTDC

### FINANCING

to help entrepreneurs secure low-interest bank loans

**Training:** KC Microloan program, Reading and Understanding Financial Statements – It's All about the Benjamins!

**Partners:** Women's Business Center, Justine PETERSEN, UMKC SBTDC

### GROWTH

through ongoing consulting, mentoring and connections to new markets and customers

**Training:** Construction Business Management, Social Media Secrets and Strategies for Business, Winning Government Contracts: The First Steps, FastTrac® GrowthVenture™

**Partners:** MO PTAC, UMKC SBTDC

**\$2,762,525 INCREASED SALES ■ 79 JOBS CREATED**



## KNIT YOUR OWN STORY

Johanna Miller and Potion Yarns

When Johanna Miller received an Urban Business Growth Initiative scholarship and started the Ice House Entrepreneurship Program, she thought she wanted to open a brick and mortar yarn store.

“After conducting real life interviews with my potential customers and discussing the potential risk with the facilitator, I realized that wasn’t going to be feasible.”

Johanna was undeterred. She has knitted enough to know one of life’s most important lessons—every stitch, good or bad, is an opportunity to learn.

“I scrapped my original idea, but I used all of the lessons I learned in Ice House to start my current ecommerce business, Potion Yarns.” In just seven months of selling her hand-dyed yarn online, Johanna has already turned a profit.

**“I never thought I could start a company from the ground up, and I have. Knowing that I can accomplish anything if I set my mind to it, and I really want to do it, has been super empowering for me.”**

– JOHANNA MILLER, OWNER OF POTION YARNS

## LIFE AFTER SHARK TANK

Reggie Gray, Roy Scott and H3 Enterprise

The H3 Enterprise team received an offer from Mr. Wonderful (Kevin O’Leary) on the popular *Shark Tank* television show. Unfortunately, their episode was canned due to conflicts with corporate. “We got back to Kansas City and needed to jumpstart our business,” admits Roy Scott.

Roy’s first step was to apply for an Urban Business Growth Initiative scholarship and start FastTrac® TechVenture.™ “We realized that if *Shark Tank* wasn’t going to build our audience, we needed to do it ourselves. To do that, we had to go digital. The day we started FastTrac was the day we became tech entrepreneurs.”

H3 stands for Healthy Hip Hop. The team performs a high-octane children’s show for audiences across the metro. Adding tech to their business allows them to scale even further. “From right here in Kansas City, we can reach the entire universe with our positive message.”

FastTrac was only the first step for the team into Kansas City’s entrepreneurial ecosystem. Since, they have taken advantage of many other programs.

**“Being an entrepreneur is all about connections. Connecting solutions to problems, people to people, and for us, kids to their bright futures.”**

– ROY SCOTT, CO-FOUNDER OF H3 ENTERPRISE



## TRAINING PROGRAMS

to Test, Start, Scale and Grow

- Ice House Entrepreneurship Program
- FastTrac® NewVenture™
- FastTrac® TechVenture™
- FastTrac® GrowthVenture™
- Reading and Understanding Financial Statements – It’s All about the Benjamins!
- Construction Business Management
- Social Media Secrets and Strategies for Business
- Winning Government Contracts: The First Steps

## PARTNERSHIP WITH IMPACT

for Kansas City’s Urban Core\*

**11** business starts

**79** jobs created

**44** jobs retained

**\$2,762,525** increased sales

**180.25** counseling hours

**90** scholarships given

**\$3,856,225**

investment dollars into business

**\$3,303,974**

in government contracts

\* All data reported by UMKC SBTDC/PTAC from August 1, 2016, through July 31, 2017.

**“Here in Kansas City, we believe strongly in growing our own. It takes many types of entrepreneurs to make a city like ours thrive, including folks from right here in the urban core. That’s what the UBGI program is all about—empowering local talent to raise up their own community.”**

– MAYOR SLY JAMES, KANSAS CITY, MISSOURI

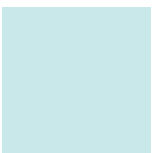
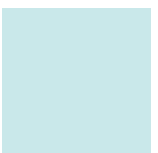
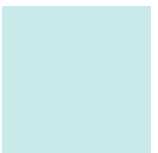


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### **URBAN**BUSINESSGROWTH*initiative*

4747 Troost  
Kansas City, MO  
816-235-6063  
[umkcsbtdc@umkc.edu](mailto:umkcsbtdc@umkc.edu)

[sbtdc.umkc.edu](http://sbtdc.umkc.edu)