

EMPOWER TO WIN

LAUNCHING THE ECDI WORKPLACE INCUBATOR NETWORK (WIN)

Ready to Accelerate...

ECDI is ready to accelerate our already successful programs to support local entrepreneurs. We are exploring a \$2.5 million initiative to create a resource-rich environment where entrepreneurs can congregate, connect, collaborate, learn, and inspire each other with innovative ideas. Our plans are underway to transform an open area in our Columbus location into a thriving incubation network – making the ECDI campus a one-stop shop to support the growing needs of entrepreneurs and their small service and retail business ventures. From small marketing firms, to retail, home health, catering, accounting firms and more, the WIN program will be the catalyst to business growth for our local economy.

The WIN program will include:

- 📍 Collaborative office space
- 📍 Office amenities
- 📍 Meeting rooms
- 📍 On-site training: *legal, financial, marketing, business planning*
- 📍 Specialty workshops
- 📍 Access to business capital

We anticipate 15 businesses that are in the growth phase becoming part of the WIN program. In addition to these businesses, we will hold business growth workshops twice a month to serve over fifty entrepreneurs. All WIN participants will have access to other ECDI programs, as well as access to capital.

THE GOAL:

- ✓ *Financial independence for low-to-moderate income individuals*
- ✓ *Spur job creation and economic development*

About ECDI

The Economic and Community Development Institute is a 501(c)3 nonprofit organization, a certified Community Development Financial Institution (CDFI), and the 3rd largest U.S. Small Business Administration (SBA) Microlender in the Country.

ECDI Mission

Investing in People to Create Measurable and Enduring Social and Economic Change

ROI

The U.S. Department of Commerce's Economic Development Administration (EDA) reported in a recent study that investing in business incubators are the most effective means of creating jobs.

BUSINESS CHALLENGES

The U.S. SBA reports that ~1/3 of small business fail within 2 years, and ~1/2 fail within 5 years.

THE MOST CITED REASONS FOR BUSINESS FAILURE INCLUDE:



- ⊕ Insufficient capital
- ⊕ No knowledge of industry pricing conventions
- ⊕ No knowledge of financing requirements and conventions

- ⊕ No experience in record-keeping
- ⊕ Lack of planning and/or no business plan
- ⊕ Ineffective marketing
- ⊕ Non-payment of taxes
- ⊕ Obscure business location



The WINNING path for Entrepreneurs

ECDI brings years of experience in providing business incubation and acceleration services.

WIN will work in conjunction with the *Food Fort*, our innovative business incubator for local food entrepreneurs, our successful Women’s Business Center (WBC), designed to empower women entrepreneurs, and other ECDI programs.

FOOD FORT AT A GLANCE

- ✓ Commercial kitchens
- ✓ Dry storage area
- ✓ Walk-in coolers and freezer
- ✓ Large food prep area
- ✓ Parking for food trucks
- ✓ Food-industry specific training
- ✓ Networking
- ✓ Access to capital
- ✓ Access to market
- ✓ Commissary mobile vendors

RESULTS:

- ✓ 38 food-based entrepreneurs currently in program
- ✓ 80% members ready to launch, scale, and distribute
- ✓ 60 businesses launched to date
- ✓ 200+ jobs created in the community

WBC AT A GLANCE

- ✓ Resource Library, computer lab, free wireless internet access
- ✓ Business coaching, mentoring and one-on-one counseling
- ✓ Training and workshop programs
- ✓ Networking
- ✓ Referral services including loans and grants
- ✓ Collaborative work space
- ✓ Access to capital

RESULTS:

- ✓ 46 businesses created
- ✓ 41 businesses expanded
- ✓ 104 jobs created
- ✓ 68 clients given access to capital
- ✓ 385 individual counseling sessions
- ✓ 912 members trained
- ✓ Over \$1 million in capital accessed

**BUILDING UPON OUR SUCCESSES,
WE ANTICIPATE OUR WIN PROGRAM TO
EXPAND AT A RAPID RATE. WE HAVE
LEARNED THE FORMULA FOR SUCCESS:**

SOPHISTICATED TRAINING
 +
COLLABORATIVE WORK ENVIRONMENT
 +
ONE-ON-ONE COUNSELING FROM SEASONED INDUSTRY VETERANS
 ||
INNOVATION – BUSINESS GROWTH – JOB CREATION – HEALTHY COMMUNITIES

JOIN US IN EMPOWERING ENTREPRENEURS

An investment in WIN will yield a tremendous economic impact in the communities where we live and serve.

With WIN's innovative work environment, easy access to one-on-one counseling, and capacity building efforts, we will helping our clients bring economic prosperity to the City of Columbus.

ECDI's incubation and acceleration programs are one of a kind, in that they not only offer expert technical assistance connected to an organizational lending arm, but 24/7, round-the clock, affordable access to co-working facilities for entrepreneurs, allowing them to work schedules that are flexible to their respective businesses. In this way, incubation and acceleration services are an essential piece of ECDI's suite of comprehensive business development services.

We have already received support from Chase Bank and the City of Columbus. Your investment will make a difference and Empower Entrepreneurs to WIN!