

## INSPIRING MINDS THROUGH ENTREPRENEURSHIP...

### The Mission

To promote individual self-sufficient and community economic development by stimulating and supporting entrepreneurship among low and moderate income individuals.

### The Program

The Greater Cincinnati Microenterprise Initiative (GCMI) is a small business support program designed to help individuals start or expand their business. GCMI can help you set your goals, determine whether your business can achieve them and help you develop and implement the plan to get there. GCMI helps you understand the importance of developing your Business Model.

### Entrepreneurial Education Programs

- Entrepreneurial Training Academy (ETA)
  - Business I — Business Basics and Validation
  - Business II — Business Development
- Ice House Entrepreneurship Program (IHEP)
- Business Modeling
- “Mi Negocio” ETA (Spanish)
- Entrepreneurial Camp (E-Camp)
- Entrepreneurial Mindset Training
- GCM-I-Drive IDA Savings Program

### Entrepreneurial Support Services

- Business Coaching
- Whiteboard Sessions
- Business Resources
- GCMI Elite (Coaching program)
- Cash Reigning Supreme
- Idea Development
- Validation Coaching
- Technical Assistance
- Business Plan Evaluations

### How to Enroll:

Call 513-569-4816 ext. 2412 to have an application mailed or emailed or apply on online at [www.gcmi.org](http://www.gcmi.org). Once completed call to schedule an interview and review with one of our Business Coaches. Check our online calendar for upcoming training dates and times.

### Access to Capital

Finding the money to start a business can be different understanding the process can be confusing. GCMI specializes in simplifying the process for our clients. GCMI has partnered with the City of Cincinnati, the Small Business Association (SBA), and area Banks, as well as developed its own proprietary Loan Fund to help our clients secure access to capital ranging from \$500 to \$250,000. GCMI also serves the Secondary Lending market with a focus on Start-up Capital for new entrepreneurs.

#### PARTNERS:

**BB&T Bank**  
**Fifth Third Bank**  
**PNC Bank**  
**US Bank**

#### PROGRAM PARTNERS:

**CAA**  
**Changing the World Team**  
**Great Catch Marketing Services**  
**All Pro Technologies**  
**Price Hill Will**

### GCMI Training by the Numbers

ETA Classes offered.....	95
Total Completed ETA Classes .....	1116
Number of Business Starts .....	150
New and Existing Businesses Served .....	1172
Number of Jobs Created & Retained.....	168/177

### GCMI Loans by the Numbers

Number of loans in current Portfolio .....	21
Current Loan Portfolio .....	\$353,709
Annual Portfolio Revenue.....	\$6,200,000
Jobs created (average per year) .....	22
Current FT/PT employees (total).....	85/106
Number of Loans .....	86
Total Client Financing .....	\$1,443,000



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<https://www.facebook.com/GCMINATION>



<https://www.linkedin.com/groups/4354899>

# Business Development Training

## Business I — Business Startup Basics and Validation (6 Weeks—7 Classes)

Business I — Business Startup Basics and Validation course provides a comprehensive approach to starting, structuring your business, and/or developing your business idea or concept. The development and vetting of your idea or current business model is essential to your businesses survival and growth. The objective of this training is for you to have a better understanding of your own product or service, the marketing of that product and service, and basic concepts and tools needed to assess your business and validate your concepts.

### Business I curriculum includes:

- Entrepreneurial Goal Setting/Self Assessment
- Components of the Business Plan
- Idea Development
- Pricing Your Product and Service
- Validation Techniques

## The Ice House Entrepreneurship Program (IHEP) (8 -10 Weeks)

This highly interactive experiential learning program is designed to inspire and engage participants in the fundamental aspects of an entrepreneurial mindset and the unlimited opportunities it can provide. The overall objective is to empower learners through entrepreneurial thinking and immerse them in entrepreneurial experiences that will enable them to develop entrepreneurial skills.

**IHEP Curriculum includes:** Participants who successfully complete this course will learn:

- How entrepreneurs with limited resources validate opportunities in real-world circumstances
- Understand the entrepreneurial mindset and process that drive entrepreneurial behavior
- Understand the basics of bootstrapping that enables entrepreneurs to build client- funded business



## Business II — Business Development (7 Weeks—14 Classes)

Business II — Business Development sessions provides in-depth training and support in the areas of Business Concept Validation, Financial Projections, Marketing, Product and Service Development, and business plan development. You will receive interactive Business Coaching and consultation from Industry Professionals, Coaches, and Staff.

### Business II curriculum includes:

- Product and Service Development
- Marketing Your Product or Service
- Business Financials — From Start-up to Cash Flow
- Financial Management Systems and Tools
- Development of Your Business Plan
- Business Modeling and Validation
- Validation Assessment and Follow Up
- Social Media & Use of Technology

*\*\*Business II participants are selected from participants from Business I, IHEP, and/or applicants who have completed a marketing plan and a business interview with a GCMI Business Coach.\*\**

## Entrepreneurship Mindset Education and Training

The Mindset Education Training is designed to engage program participants and introduces those entrepreneurial skill sets and encourages behavior changes that will influence career opportunities and including entrepreneurship. Employers are increasingly demanding an innovative and entrepreneurial workforce, seeking individuals with critical thinking, problem solving, collaboration, communication, and other entrepreneurial skills. This program empowers them to take ownership of their future while developing knowledge, skills and behaviors that will foster self sufficiency. These sessions can be designed to meet your training needs and schedules.

**YOUTH PROGRAMMING. Targeted Outcomes:** Increased participation, student engagement, better decision making.

**RESTORED CITIZENS. Targeted Outcomes:** Self-Sufficiency, Self Empowerment, Self Confidence.

**WORKFORCE DEVELOPMENT. Targeted Outcomes:** Better decision making, recognizing career opportunities, more engagement in training and job search activities.

**BUSINESS DEVELOPMENT. Targeted Outcomes:** Recognizing business opportunities, Self Sufficiency.

## Business Coaching and Business Development Support

GCMI provides Coaching and Technical assistance to start ups and emerging businesses. Coaching includes: Idea Development sessions (exploring new concepts or evaluating current ones), White Board Sessions (visually exploring your business development), Business Plan evaluations, and other services. Technical Assistance includes: Financial Projection Analysis, Loan Preparation, QuickBooks Support, Cash Flow Analysis, as well as Cash Flow Training (Cash Reigns Supreme Online course).