

# “Economic Wealth Equals Good Health”

**ICIC and Inner City Capital Connections:  
UCLA Kaiser Permanente Center  
20<sup>th</sup> Annual Health Symposium  
Health Beyond Healthcare  
Nov 6, 2018**

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ICIC

# Initiative for a Competitive Inner City

*Founded in 1994 by Harvard Business School Professor Michael Porter, the Initiative for a Competitive Inner City is a nonprofit research and strategy organization and the leading authority on U.S. inner city economies and the businesses that thrive there.*

## Research & Advising

Provide businesses, governments and investors with the most comprehensive and actionable information about urban market opportunities

## Programs

Educate businesses in underserved areas of the US to build capacity and access resources to grow

## Dissemination & Engagement

Highlight and share success stories and best practices in urban economic development

# Key Levers for Inner City Economic Growth

## Improve the local business environment

- **Benchmark** inner city economic performance, cluster composition, and the local business base
- Upgrade the **inner city business environment** (e.g., infrastructure, workforce)
- Engage **anchor institutions** to lead and create shared value
- **Collaborate** with existing local resources

## Implement a cluster-based growth strategy

- Strengthen **existing and emerging inner city clusters** and better link inner city businesses to **regional** clusters

## ICIC Programs/Initiatives

State of the Inner City  
Economy (SICE), Cluster  
Mapping

ICIC  
Research Team

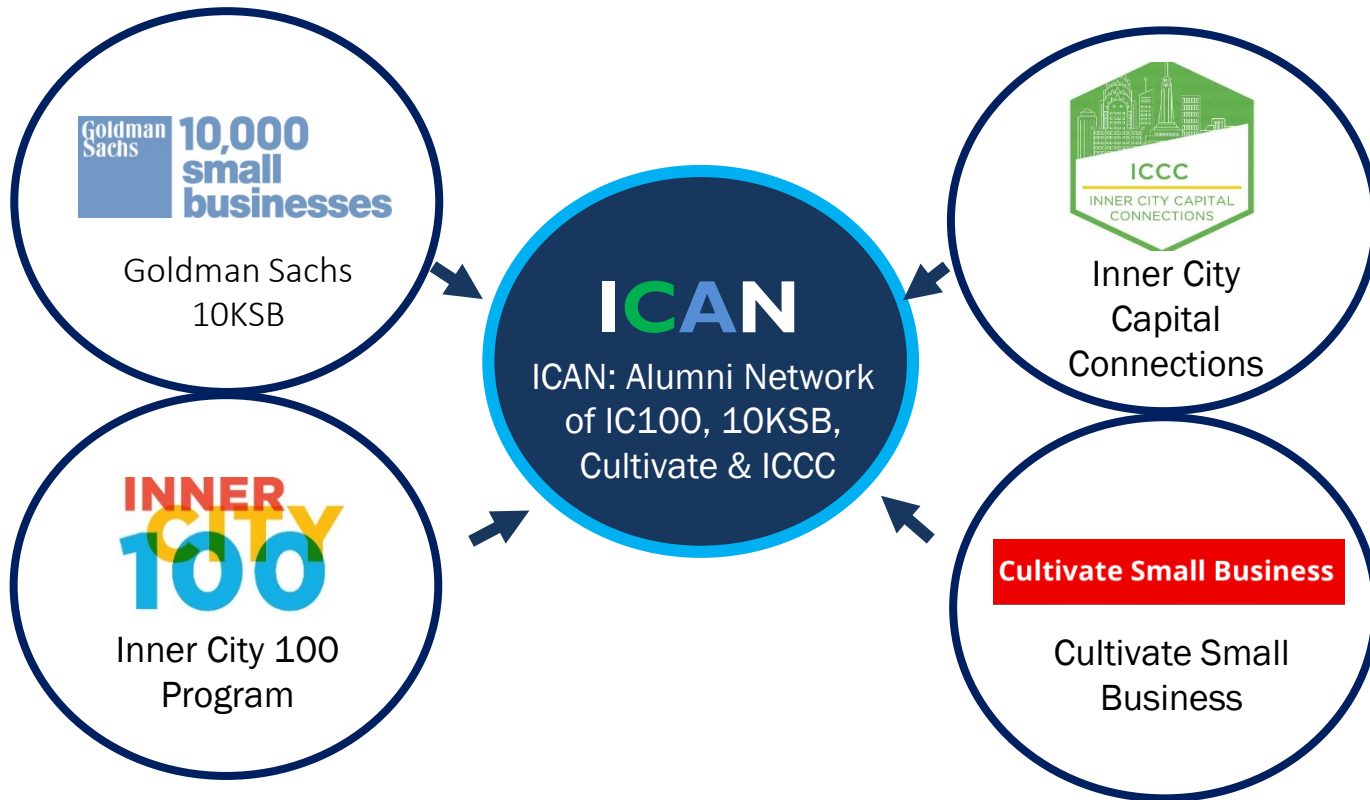
Anchor Strategy Framework  
and  
Newark, Minneapolis and  
other Anchor analyses

Extensive ICIC Projects,  
The Missing Link report,  
Prosperity Nola

# ICIC's Anchor Institution Strategic Framework



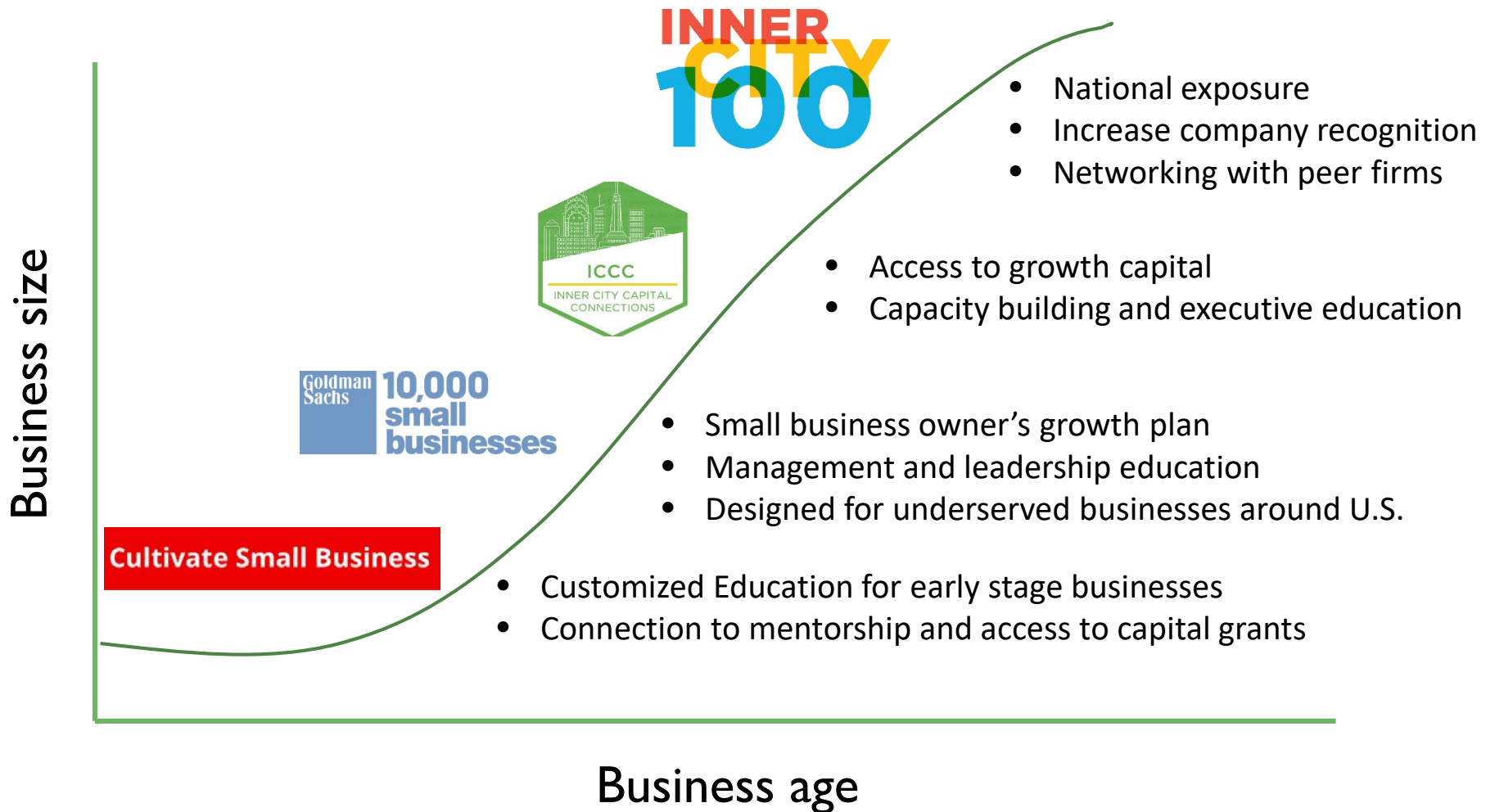
# ICIC's Urban Business Initiatives (UBI's)



## Support company growth and build capacity

- **Management** and **leadership** education
- Connect companies to appropriate **growth capital**
- Increase company **recognition** and strengthen **business networks**
- Expand **revenue** and **contracting** opportunities for inner city companies

# Each program designed for different stages of the business life cycle



# INNER CITY CAPITAL CONNECTIONS

*Positioning Inner-City Businesses for Long Term Success*

# Inner City Capital Connections

**40-45%** of inner city businesses are minority-owned, yet operate with around **50% less capital** than non-minority peers



Even though **women** represent **30%** of all businesses, women account for only **16%** of conventional small business loans

**Inner City Capital Connections (ICCC)** is an Initiative for a Competitive Inner City (ICIC) program that positions inner-city businesses for long-term success. It's designed for busy executives of all expertise levels, and its impact is proven to strengthen businesses and the inner-city communities where they operate.

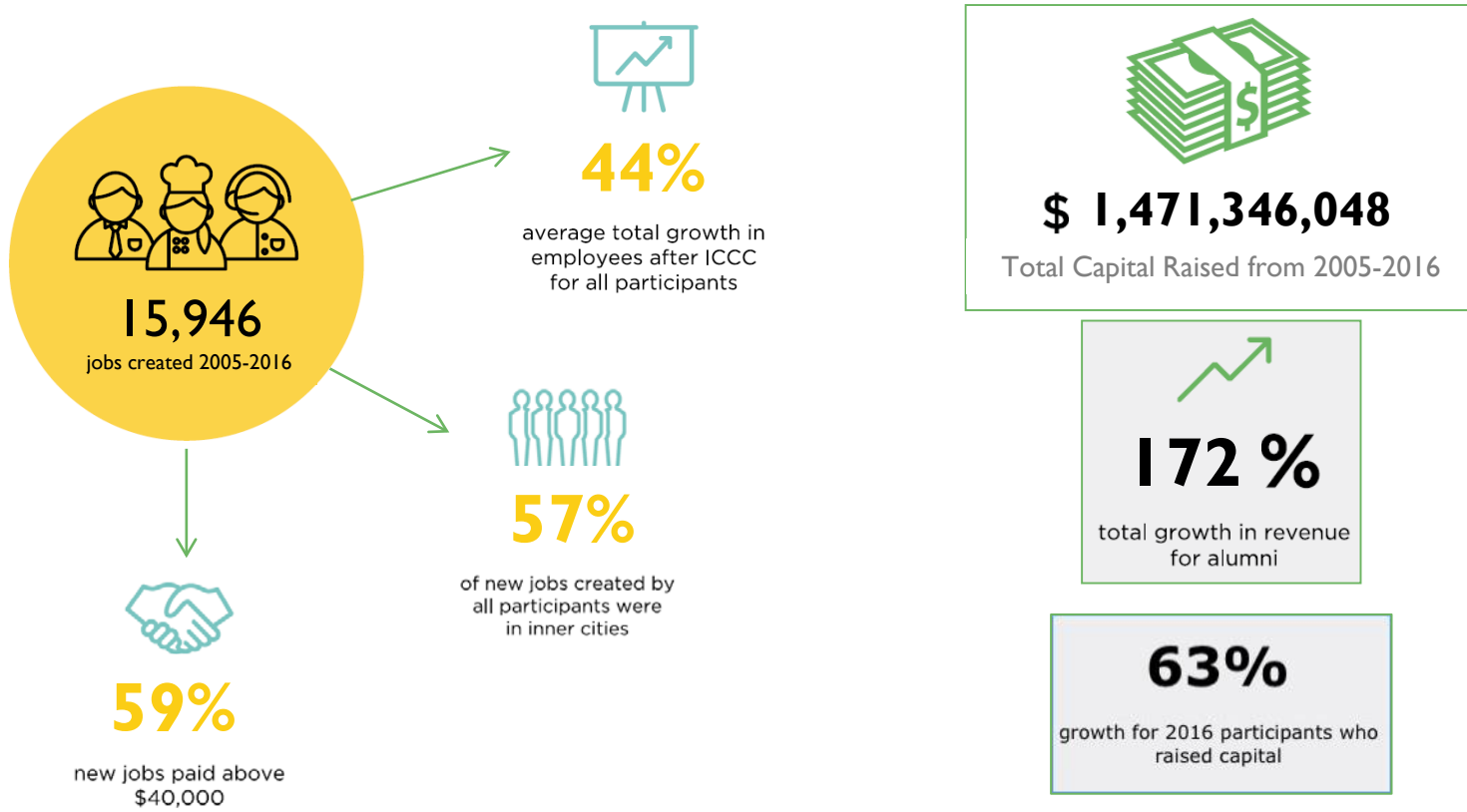
*Sources: 21<sup>st</sup> Century Barriers to Women's Entrepreneurship, Majority Report of the U.S. Senate Committee on Small Business and Entrepreneurship, July 23, 2014 and Capital Availability in Inner Cities, ICIC, November 2011*



# Program Structure and Benefits

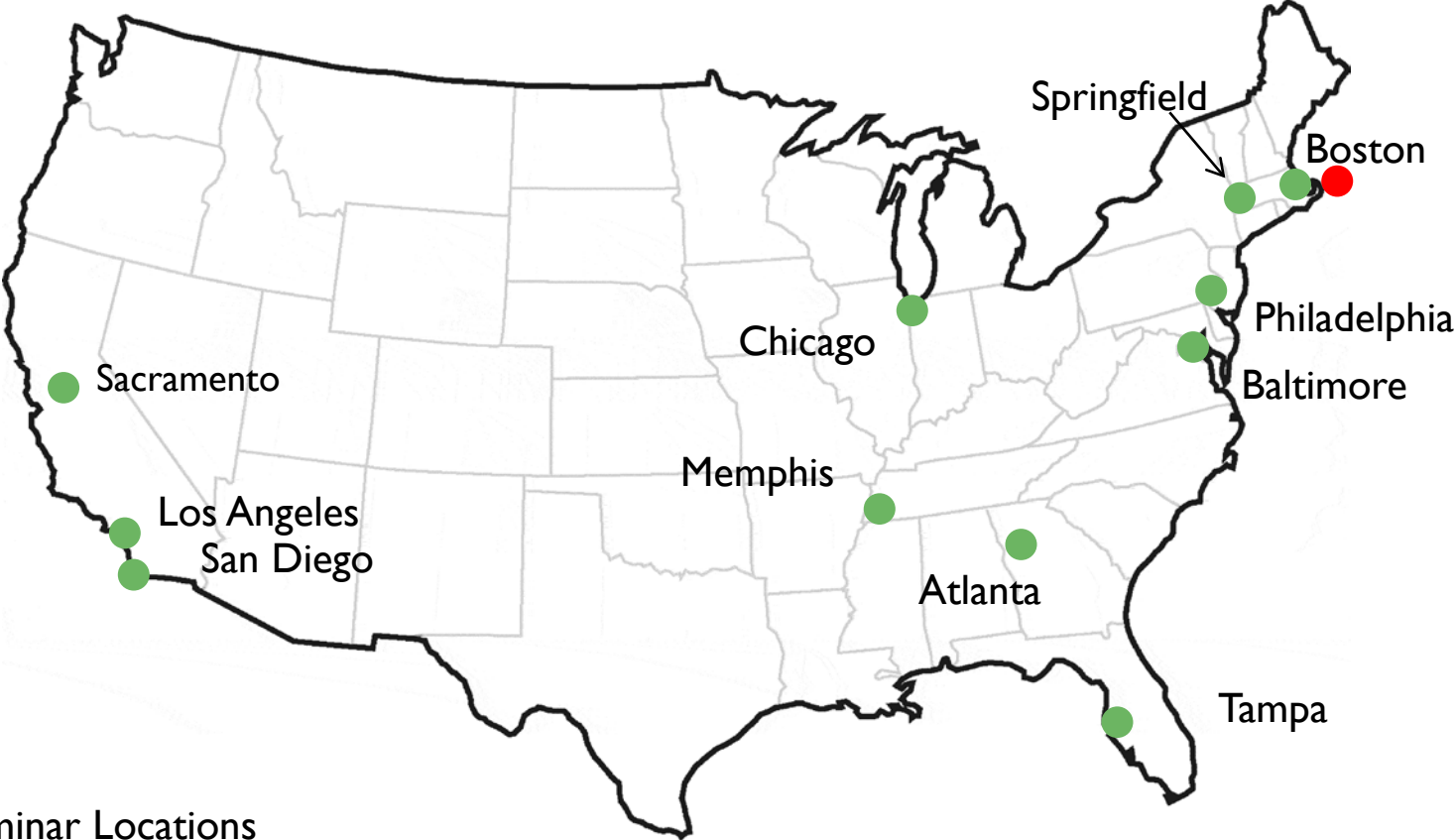


# Impact: ICCC Proven Results



The New York Times WALL STREET JOURNAL BLACK ENTERPRISE Inc. REUTERS msn. MONEY

# 2018 ICCC Seminars and National Conference



Key:

- 2018 Seminar Locations
- Conference Location

# ICCC & KP Partnership



## Our Work Together 2016—2018

7

Total KP cohorts completed across U.S.

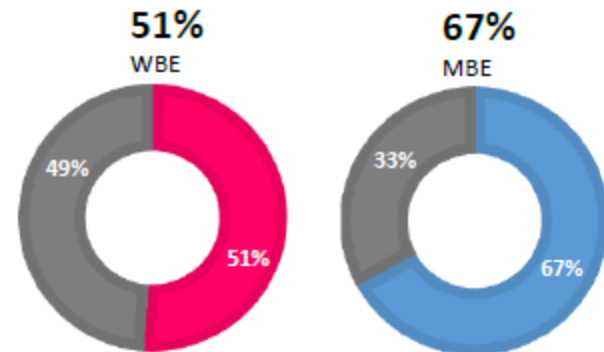
583

Aggregate number of participants across all KP sponsored cohorts

\$2.4M

Average revenue of participants

Business Demographics  
Across all KP Cohorts 2016-2018



## 2017 Impact Results

Los Angeles 2016 participants have generated tremendous impact in just one year after completion of the ICCC program



**\$1.2M** Total capital raised in one year by 2016 participants



**129** Total jobs created in one year by 2016 participants



**44%** revenue growth in one year by 2016 participants

# California Based ICCC Cohorts 2016-2018



## Los Angeles 2016-2018\*

2016	2017	2018
119	100	80
\$3.4M	\$2.8M	\$2.6M

## Oakland 2017

91      \$2.1M

## San Diego 2018

55      \$1.5M

## Sacramento 2018

60      \$1.9M

\* Numbers represented below equate to the number of businesses that participated in each cohort and their average annual revenue

# ICCC Alumna Spotlight



## Caron Ng, CEO, NU-SET Inc.

- Women-owned and 3rd generation family-owned business
- YWCA Greater Los Angeles Board Member
- Chairwoman of Women's Business Enterprise Council –West, Los Angeles Forum
- Goldman Sachs 10,000 Small Businesses Ambassador

# NU-SET Inc.

- Only women-owned lock manufacturer
- 30+ patents and trademarks worldwide
- Find us our products at:



*Women / Minority  
Business Enterprises*



# Eyecon



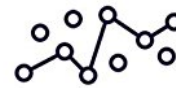
UNLOCK WITH  
PICTURE OR PIN



CUSTOM PROFILES  
FOR EACH USER



ADMINISTER  
REMOTELY



TRACK USAGE



eyecon  
BOX

A LOCKBOX FOR THE SHARING ECONOMY





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**ICIC'S MISSION** IS TO DRIVE ECONOMIC PROSPERITY IN AMERICA'S INNER CITIES THROUGH PRIVATE SECTOR INVESTMENT TO CREATE JOBS, INCOME, AND WEALTH FOR LOCAL RESIDENTS. **WWW.ICIC.ORG**



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