



ORGANIZATION OVERVIEW

The Economic and Community Development Institute (ECDI) is a 501(c)(3) non-profit economic development organization headquartered in Columbus, Ohio with offices in Cleveland, Akron, Canton, and Cincinnati; and field operations in Toledo. ECDI is also a certified Community Development Corporation (CDC) and a U.S. Treasury-designated Community Development Financial Institution (CDFI). ECDI's mission is to invest in people to create measurable and enduring social and economic change. As the third largest SBA intermediary microlender in the United States, with an SBA service footprint in all of Ohio's 88 counties, ECDI fills a gap in the credit industry by offering loans ranging from \$750 to \$350,000 to underserved entrepreneurs through more than 70 revolving loan funds. Since 2004, ECDI has provided small business owners with over \$50 million in startup or expansion capital, disbursed over 2,300 small business loans, served over 15,000 individuals, and created or retained over 8,000 jobs in the state of Ohio.

ECDI's one-stop shop small business development model has provided valuable services to disadvantaged microentrepreneurs, including low- and very low-income individuals, those with little or no credit, those precluded from paying interest because of religious beliefs, and those unable to receive small business financing from a traditional financial institution. Its loan programs include culturally and linguistically appropriate financial literacy and microenterprise training, one-on-one technical assistance, and access to markets through business incubation.

Women's Business Center (WBC) of Central Ohio

SBA's Office of Women's Business Ownership introduced the Women's Business Center Program as a pilot in 1988. In 2007, this pilot was made a permanent, renewable grant program, and today, there are Women's Business in nearly every state. ECDI operates the only Women's Business Centers in the State of Ohio, with centers in Columbus, Cleveland, and Cincinnati. ECDI's grants from the SBA account for approximately 50% of the WBC budgets, and are renewable in five-year cycles.

The mission of the WBCs is ***to empower women entrepreneurs with resources and tools to create strong, sustainable businesses***. The WBCs provide critical learning and networking opportunities for women entrepreneurs—driving the success and sustainability of women-owned businesses and providing the resources that historically disenfranchised populations can leverage to create wealth, stimulate the local economy, and give back to their communities.

The WBCs are spaces where at every stage of the entrepreneurial journey—from idea through scale—can come to learn and work. Members have access to professional amenities including a resource library, printers, internet, and working areas. The WBCs are more than 'office spaces'—they are hubs of learning and networking, where women support each other through the ups and downs of building and managing a business.

The Columbus WBC offers a variety of programs to members as well as the general public. These programs include: in-depth workshops on a variety of business subjects—Certifications, Marketing, Management, and Financing, to name a few; one-on-one counseling and technical assistance with WBC staff and volunteers who are professional leaders in their fields; networking events; and classes, held in person and online, with subjects that change with the needs of our clients.



PROJECT CITY OF GROVEPORT PARTNERSHIP

Project Groveport highlights the City's aspiration to meet the needs of nascent and existing entrepreneurs and small business owners. Based on community feedback, Project Groveport recognizes that achieving financial wellness through entrepreneurship is a priority and path to self-sufficiency, brick and mortar and bankability.

Project Groveport will provide Groveport based entrepreneurs with training, coaching and small business loans to launch and grow businesses and increase financial wellness.

ECDI will offer a full suite of small business development services, including training, one-on-one mentoring, technical assistance, small business loans, and offsite amenities for creative professionals

Clients will complete an application process to ensure data is collected for ECDI and WBC outcomes.

- 1. Mindset of an Entrepreneur**
- 2. Business Model Canvas Workshops**
- 3. Small Enterprise Education Development (SEED) Training & One on One Coaching**
- 5. Infrastructure and Professional Amenities offered by the Women's Business Center of Central Ohio**

ECDI Service Components & Funding Breakdown

Funding for the project would support the following service components, allowing ECDI to offer high-quality, holistic small business development support:

1. Mindset of an Entrepreneur

ECDI's Entrepreneurial Readiness workshop is a two-hour session, designed for those with little or no formal business training. The workshop facilitator will guide participants through answering the following questions:

- Do you think like an entrepreneur?
- Have you asked yourself the important questions?
- Have you considered the first 10 steps to starting a business?
- Is your business idea feasible?
- Do you have the information to start writing a business plan?

2. Business Model Canvas Workshops

The Business Model Canvas is a visual tool for developing a business strategy that allows participants to describe, design, challenge, invent, and pivot their business model. During this two hour workshop, an ECDI facilitator will guide participants through an interactive process that breaks down the business startup, or, growth idea into smart, bite-sized pieces. Participants will leave the workshop with clarity for moving their ideas and growth strategies forward, as well as a draft of the business model canvas.

3. Small Enterprise Education Development (SEED) Training & One on One Coaching (\$4,100)

ECDI Columbus' experienced training staff will lead participants who have completed Mindset of an Entrepreneur and Business Model Canvas workshop. SEED is designed for entrepreneurs ready to



enhance their business idea or expand an existing small enterprise into a viable and profitable business. Entrepreneurs taking this course focus on four critical developmental areas -- business concept, organization, customer relations, and operations. The series utilizes GrowthWheel®, an interactive tool that helps entrepreneurs develop their business through an action-oriented process. Participants complete homework assignments to assist them in developing a business plan and 30/60/90-day action plan.

- Up to 15 clients will enroll in the SEED training course, totaling 12 classroom training hours, and receive customized one-on-one coaching.
- SEED participants will also have access to the amenities, resources, networking opportunities and supportive environment at the WBC of Central Ohio.

5. Infrastructure and Professional Amenities offered by the Women's Business Center of Central Ohio

Nascent and experienced creative professionals will have access to ECDI's Women's Business Center, with amenities to include weekly training, access to capital and technical assistance services while utilizing 1) collaborative office space, 2) a computer lab/ co-work space with internet access and copying/printing capabilities, and 3) a resource library. Professionals that access services at the WBC become a close-knit group, providing an atmosphere of support, empowerment and innovation.

- 15 members
- Discounted to \$80/member