



INCLUSIVITY
PROJECT

About The Inclusivity Project



INCLUSIVITY PROJECT

WHY WE EXIST

Today, unfortunately, we still see an exacerbated existence of systemic barriers that Black entrepreneurs are facing. COVID-19 and the racially charged violence in 2020 have shown the spotlight on this unfortunate situation. The Inclusivity Project Community are basically “First Responders” lending a helping hand to support Black-owned businesses and are seeking to build public/private partnerships to substantially support this initiative

About Chris



CHRIS HORTON **INCLUSIVITY PROJECT DIRECTOR**

Wholeheartedly committed to community prosperity, Chris brings the values of diversity and empowerment to his service as Lending Manager for the Northern California SBDC Finance Center and as the leader of the Inclusivity Project where he provides access to capital and mentorship to entrepreneurs with an emphasis on supporting the Black business economy.

Why Now?

“Systemic racism and institutional barriers have stymied the progress of black business for more than a century. COVID-19 has further exacerbated inequities.”



Less than one-quarter of black-owned firms have a current borrowing relationship with a bank.
– U.S. Federal Reserve, 2019



~440,000 black enterprises have been closed permanently due to COVID-19.
– National Bureau of Economic Research, June 2020

Our **2021** Results

The Inclusivity Project achieved:

- 1 Enrolled **2,645** Black Entrepreneurs for 1:1 Advising. (exceeded goal by 265%)
- 2 Trained **328** Black Founders in Business principals
- 3 Laid foundation **>753** companies to seek capital and/or receive capital
- 4 **100** Black Entrepreneurs business starts in progress

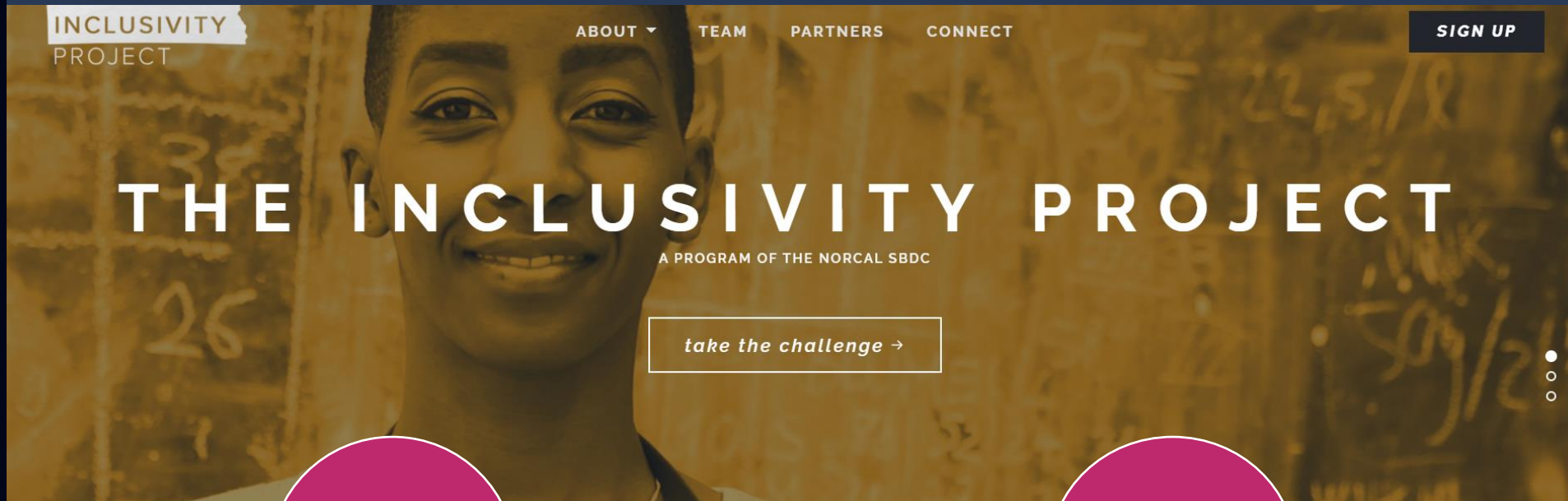
Our Objectives

The Inclusivity Project Seeks to:

- 1 Enroll 3,000 Black Entrepreneurs in 1:1 Advising.
- 2 Launch 200 New Black-Owned Businesses – 50% Woman-Owned.
- 3 Secure \$100 million in Small Business Financing.
- 4 Create generational wealth for our participants.
- 5 Create the Inclusivity Fund (goal \$100M in capital for investment)

How to Participate

<https://theinclusivityproject.com/>



New to SBDC

1. Complete e-Center New Client Form on TIP website.
2. Welcome by TIP Advisor to determine interest, fit, goals and advising calendar.

Existing Client

1. Complete 2-minute survey on TIP website.
2. Welcome call by TIP Advisor to determine interest, fit, goals and advising calendar.

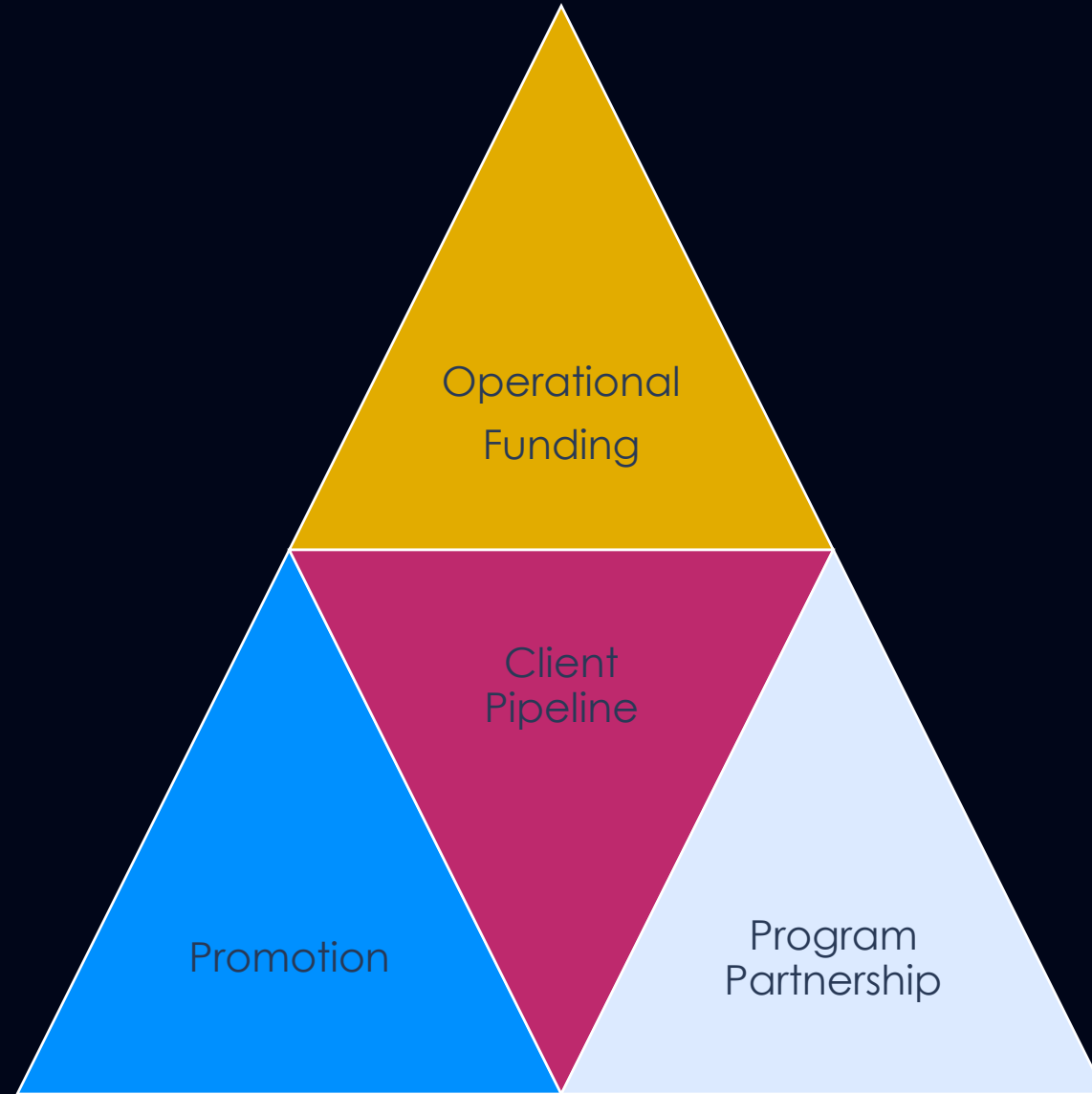
Eligibility and Benefits to Participants

- Open to all Business Types and Stages.
- Lifetime, no-cost Business Consulting.
- Access to Startup and Expansion Capital.
- An Advocate for your Success.

Our growing list of Partners



Partnership Opportunities



Key Attributes of our target Entrepreneurs

“Our Entrepreneurs are ultimately community champions who have the ability to influence an entire generation”

Trailblazers/Pioneers

Respected by
Everyone

Humble yet Fearless

Overcame Barriers

We strive to achieve

- **Educate the Fundamentals of Business Ownership**
- **Create Opportunities to collaborate and build relationship with industry leaders**
- **Provide Financial Literacy, while creating engagements with Banks, Investors, and other Lending Institutions**
- **Motivate future Innovators when they encounter the difficult challenges faced by all Start-Ups.**



Thank You!

FOR MORE INFORMATION:

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