DCC Program Update & Marketing/Outreach Working Group

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Joining DCC

- Build on our experience, further reach, deepen impact
- Help move needle on transferring inter-generational wealth
- Grant support enables:
  - Understand current ecosystem
  - TA to sunsetting businesses
  - Fund EIR program
- Multi-year commitment
Our Program

- Lending and TA
  - Succession Planning

- EIR

- Annual programmatic features
  - 4 Networking Events
  - Business Series
  - Wells Fargo Works
Lessons Learned So Far

- Self-employment is driving entrepreneurship – some service providers haven’t recognized this
- Ecosystem is fragile, more building is needed
- Importance of the “exploring” stage that EIR provides
- Corporate skill set versus the needed entrepreneurial skillsets
- Online lenders are targeting our clients very aggressively
Anticipated Results from GMMB

- GMMB provides research capacity and third party perspective:
  - Frame our value proposition
  - Access new marketing channels
  - Implement new marketing tools

- Learn effective practices from other orgs
Wishlist

- CDFIs to have same reach as FinTech, Payday Lenders, and Bank’s channels
  - Access their outreach lists and analytics of small businesses

- Build African American entrepreneurial ecosystem
  - Business practitioners to be mentors
  - Partnerships with historical African American colleges
  - Leadership and referrals from local business executives and corporations