

# 100 Small Businesses Success Initiative

*"Turning 100 Small Businesses into Success Stories"*

## The Need

Small businesses are essential job creators, yet their early-stage survival rates remain alarmingly low. Nationally, nearly **50% of all small businesses fail within the first three years of operation** (U.S. Bureau of Labor Statistics). For minority-owned businesses, the challenges are even more acute – research shows that many fail within the first **18 months** (U.S. Department of Commerce Minority Business Development Agency).

Reasons for Business failure are primarily due to:



### Lack of Access to Capital

Minority-owned firms are more likely to be denied loans and receive smaller loan amounts when approved.



### Limited Hours of One-on-One Business Coaching

Most local organizations only provide up to 4 Hours of One-on-One Business Coaching.



### Limited Additional Technical Assistance and Mentorship

Most small business cannot afford to pay for expert Bookkeeping, Social Media and Marketing.

## The Solution

Without targeted intervention, these gaps perpetuate cycles of economic inequity and limit the economic resilience of communities like those in Clark County. With a particular focus on West Las Vegas, where the Offices of the Urban Chamber Community Development Corporation are located, utilizing **1,200 sf** of our **17,000 sf** building, we have launched our Business Incubator Project called the **"100 Small Businesses Success Initiative."**

### The Targeted Group of Small Business:

100+ local businesses that have generated **\$100,000 or less in Annual Revenue for 3 Consecutive Years**

### Key Components of Intensive 10-Month Support:



#### Weekly One-on-One Business Coaching

Many small business entrepreneurs lack knowledge of basic business principles and accountability.



#### 4 Hours per Month (total combined) of Bookkeeping, Social Media, and Marketing

Due to limited revenue, falling business desperately need Bookkeeping, Social Media, and Marketing support in order to grow and survive.



#### Direct Assistance preparing Business Plan, Marketing Plan, and Pro Forma

Workshops alone are not enough for most small business owners to map out and monitor growth strategies.



#### Preparing Businesses for Capital Readiness by aligning them with banks, investors, and contracting opportunities

Pitch Deck Preparation, Pitch Competitions and Role Playing Investors Presentations are critical steps in this process.

## Community Impact



When minority businesses fail early, entire neighborhoods lose potential employers, service providers, and pathways to generational wealth.

## Outcomes & Impact

- **100 Businesses Incubated:** Each equipped with a business plan, financial model, and growth strategy.
- **50% Revenue Growth:** Participating businesses will increase their annual revenue by at least 50% within two years of program completion.
- **50% Employment Growth:** Participating businesses will increase their number of employees by at least 50%, directly contributing to local job creation.
- **\$1M Capital Raised:** At least \$1M in new lending, grants, and investment secured collectively by participants.
- **250+ Job Creation:** An estimated 250+ new jobs created within two years of program completion.
- **30% Increased Survival Rates:** Businesses participating in the program will demonstrate 30% higher two-year survival rates compared to regional averages.
- **Overall Community Revitalization:** Strengthened local economies in historically underserved areas through wealth generation and small business growth.