

The Mission

To promote individual self-sufficiency and community economic development by stimulating and supporting entrepreneurship among low and moderate income individuals.

The Program

The Greater Cincinnati Microenterprise Initiative (GCMi) is a small business support program designed to help individuals start or expand their businesses. GCMi can help you set your goals, determine whether your business can achieve them and help you develop and implement the plan to get there. GCMi helps you understand the importance of developing your Business Model.

Trainings and Services

- Entrepreneurial Training Academy (ETA)
 - Business I – Introduction to the World of Business
 - Business II – Development of the Plan and Financial Management
- Business Coaching
- Business Consulting
- Business Resources
- Business Modeling
- Technical Assistance
- Business Plan Evaluations
- Open Doors ETA (Ex-Offenders)
- GCMiElite

Access to Capital

Finding the money to start a business can be difficult. In addition, understanding the start-up process can be confusing. GCMi specializes in simplifying that process for our clients. GCMi has partnered with the City of Cincinnati, the Small Business Association (SBA), and area Banks, as well as developed its own proprietary Loan Fund to help our clients secure access to capital ranging from \$500 to \$50,000.



**GCMi
CLIENT
SERVICES**

PARTNERS:

Bartlett & Company
Chase JP Morgan Bank
First Financial Bank
US Bank

PROGRAM PARTNERS:

Changing the World Team
Source 2 0
Thoughts Developed

GCMi by the Numbers

ETA Classes offered	70
Total Completed ETA Classes	740
New and Existing Businesses Served	895
Total Client Financing	\$1,255,057
Number of Loans	81
Number of Jobs Created & Retained	142/154

GCMi also serves the Secondary Lending market. GCMi works with new and existing business owners who might have traditional obstacles that prevent them from attaining traditional financing. GCMi provides alternative options with Business Coaching to help our clients put together the best possible loan package for potential financing. Our success comes from your success!

The Entrepreneurial Training Academy (ETA) Classroom Training

Business I – Introduction to the World of Business

The Introduction to the World of Business course provides a comprehensive approach to starting, maintaining, and/or structuring your business or business idea. These class sessions provide a basic business foundation as well as provide guidance and the development of your Business Plan. During these sessions you will receive Business Coaching and Consultation from our Instructors, Coaches, and Staff.

Business I curriculum includes:

- The World of Business/Self Assessment
- Components of the Business Plan
- Defining Your Dream/Financing the Dream
- Finding Your Market
- Pricing Your Product and Service
- Coaching Dreams Into Success
- Managing Cash Flow
- The Business of Business

The objective of this training is for you to have a better understanding of your own product or service, the marketing of that product and service, and basic concepts of running and starting your own business.



Business II – Development of the Plan and Financial Management

The Business II – Development of the Plan and Financial Management sessions provides in-depth training and support in the areas of Financial Management, Financial Projections, Bookkeeping, and Marketing. During these sessions you will receive Business Coaching and Consultation from our Instructors, Coaches, and Staff.

Business II curriculum includes:

- Product and Service Development
- Marketing Your Product or Service
- Business Financials – From Start-up to Cash Flow
- Introduction to QuickBooks and Financial Management systems and tools
- Development of Your Business Plan – Use of Technology
- Implementation of Your Business Plan



GCMIELITE

GCMIE*lite* is a twelve-month business coaching program providing supportive business services to a select group of potential and current business owners. It is not uncommon for new and some existing business owners to struggle to establish their team of business mentors and consultants. GCMIE*lite* helps to remedy those concerns from the start. The GCMIE*lite* Coaching program provides Business Coaching as needed as well as consultation services in the area of Marketing and Information Technology. GCMIE*lite* also offers its participants 3 months of accounting services to help the new business owners set up their financial management systems.

GCMIE Elite participants receive in-depth Business Coaching and support from industry professionals in the areas of:

- Accounting
- Marketing
- Information Technology (IT)

GCMIE*lite* provides each participant with a systematic focus that fosters the creation of a solid business structure and foundation. This solid foundation and structure allows each business owner to focus on the development and growth of the core of their business... Their Products or Services!