



Community Investment Collaborative

CIC is a micro-enterprise development organization founded in 2011

Our mission is to strengthen the community and contribute to economic development by fueling the success of under-resourced entrepreneurs through education, mentoring, micro-lending and networking.



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CIC is built on four pillars:

A circular diagram with four icons representing the pillars: 1. TRAINING (person at a screen), 2. MENTORING (handshake), 3. FINANCING (bar chart), and 4. NETWORKING (network diagram). In the center is a large number '4' with the text 'OUR PILLARS'.



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Education

An overview of the 16 sessions:
Introduction to Market Validation
Designing a Set of Questions
Talking to Your Customer
Mapping Your Customer's Problem
Conducting Competitor Research
Break Even: What is it Going to Take
Break Even: Learning to Pivot
Executing a Three Month Vision
Prospecting and Sales
The Marketing Campaign
Cash Flow: Projecting Your Finances
Record Keeping and Taxes
Hiring Employees
Licensing and Financing

A poster for 'THE ENTREPRENEUR'S WORKSHOP' featuring a lightbulb icon and the text 'A Step-by-Step Process to Starting Your Business'.



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Mentoring

- Entrepreneurs who have completed our workshop can request a mentor to work with them for the next 6 months.
- We seek mentors who want to help the person, not just the business.
 - Meet them where they are.
 - Help them achieve their goals, not yours.
 - We focus on coaching the mentors, who help the entrepreneurs get where want to go.



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FINANCING

- **Microloans** up to \$35,000 to graduates of the workshop and existing businesses.
- **Kiva US Loans:** CIC is a trustee of Kiva US and endorses entrepreneurs to crowd fund their loans on their website. Loans are two year terms and interest free. Entrepreneurs may borrow up to \$10,000.



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Networking

- Entrepreneur Showcases
- Pitch Competitions
- Industry specific workshops (Wedding industry panel)
- Advanced workshops
- Networking events



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Types of Micro Businesses

- Food Trucks (Spiked, Taste of Home)
- Food Products (Stevie G's, Ula Tortilla, Peg's Salt)
- Hair Salons/Barber Shops
- Childcare Services
- Services (All About Car Audio, Heart2Heart Mobile Detailing, Hines Family Movers)
- Arts, Entertainment, Tourism
- Landscaping Services (Cville Foodscapes, Brooks Landscaping)



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Types of Micro Businesses

- Examples
 - Charlottesville Ballet
 - WildRock
 - Rivanna River Company
 - Cakes by Rachel
 - Local Nanny Network
 - Hines Family Movers



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Our Results

- ▶ 196 graduates (82%), 2 non graduate borrowers
 - ▶ 109 operating businesses employing 203 employees
 - ▶ Doesn't include owner unless business is primary source of income
 - ▶ 50 new businesses (45 continue to operate)
- ▶ 78 new FTE jobs created (66.5 FTE continue to exist)
- ▶ \$183,604 in lending
 - ▶ 30 businesses
 - ▶ 92% repayment rate
- ▶ \$145,000 in outside of financing (Kiva, banks, investors, pitch nights)



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Other Entrepreneur Programs

Program	Target Client	Workshops	One on one Technical Assistance	Financing	Other Resources
CIC	Under-resourced entrepreneurs 75% of clients are LMI, open to all	-16 Week Entrepreneur Workshop -2nd Stage Workshop (pilot) -2 Hour How to Start (HTS) Workshops	Yes (for previous graduates or potential borrowers) both with staff and through volunteer mentoring program	-Up to \$35,000 for for graduates of workshop or existing businesses -Referrals to partners	Numerous networking opportunities (entrepreneur showcases, industry specific opportunities)
SBDC	Existing, but growing businesses (open to all)	-2 Hour HTS Workshops -Quickbooks -Growth Wheel 6-8 Week Workshop -Other workshops	Yes, staff and consultants	Referrals to partners	Marketing databases, Business of Food Conference
SCORE	Existing and aspiring business owners	-2 Hour HTS Workshops -Various topic workshops/seminars	Yes, volunteers	Referrals to partners	National SCORE web site/resources
iLab	Mix of UVA community and wider community - typically scalable ventures	Integrated 10 week summer incubator	Yes, staff and mentors	Connection to investor networks	Darden, UVA community

Support from localities

Locality	Revolving Loan Fund	Operating Support	Other support/ partnerships	# of Graduates
City of Charlottesville	\$25,000 seeded in FY 2014 (ABRT process)	<ul style="list-style-type: none"> \$25,000 ABRT Process (FY 2017) \$12,500 CDBG (FY 2017) for low income - scholarships 	<ul style="list-style-type: none"> In-kind use of City Space for workshops Referrals to program Volunteer discussion leader 	110 graduates
Fluvanna County	\$45,000 seeded in FY 2013 (EDA)	Scholarship support provided by Fluvanna Education Foundation (grant from county)	Referrals to program	21 graduates
Albemarle County		\$6,250 in scholarships provided by EDA in 2015	<ul style="list-style-type: none"> In-kind use of County office building Referrals to program Volunteer discussion leader 	41 graduates

How can Albemarle residents apply

Applications available online at www.civille.org or by calling 434-218-3481

Applications due January 2nd and July 1st
online, mail, or in person

Workshops start in August and March each year

Tuition costs:
\$750 per person
scholarships available to lower cost to minimum of \$125 personal investment


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