



CASE STUDY

Assessing Small Business Equity Gaps in Black and Brown Communities Post Pandemic



AT A GLANCE

Challenges

- Disparate access to banking products
- Lack of community banks in zip codes with predominantly Black and Hispanic residents
- Insufficient public awareness of the disaster relief funds
- Business owners' inadequate business documents and data
- Lending discrimination

Outcomes

- 63 Micro Businesses Served
- \$425,000 Capital Raised
- 19 New Jobs
- 12 New Business Starts



To provide business education and technical assistance to entrepreneurs to accelerate economic growth and increase business equity in underutilized communities.

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OBJECTIVES

Integrity, LLC and Dallas College Small Business and Entrepreneur Innovation Center and Workforce Development Department partnered on a unique technical assistance program which launched during the pandemic. Blacks, Hispanics and Asians faced disproportionate hurdles when attempting to access federal disaster relief funds. Albeit, the second round of funds allocation were indirectly earmarked for marginalized entrepreneurs the statistics show business owners in underutilized communities remained left out and businesses were adversely affected.

SOLUTIONS

Technical assistance (TA) refers to the education and guidance provided to entrepreneurs and small business owners to help them start and grow businesses. As it builds the capacity of organizations to operate effectively, technical assistance positions entrepreneurs and small businesses to access capital.

Integrity launched a culturally competent small business accelerator that centered on customizing the technical assistance experience for targeted entrepreneurs.

MODEL

In-Person Activation

Local workshops to introduce business management concepts.

Subject Matter Expert MasterMind

Access to industry experts, real world practical learning, resources and materials for demonstrative practical learning.

Customized Business Advising

Analysis of individual business needs are used to customize business advising and technical assistance to help participants achieve milestones.

Pitch Competition

Grant awards funded by financial and corporate foundation partners to remove barriers to capital.