

10,000 Small Businesses

Our Reach

The program has reached entrepreneurs from **all 50 states**, Washington D.C. and Puerto Rico

EDUCATION & CAPITAL SITES

Baltimore	Los Angeles
Chicago	Miami
Ohio	New Hampshire
Dallas	New Orleans
Detroit	New York City
Houston	Philadelphia
Iowa	Rhode Island
Long Beach	Salt Lake City

CAPITAL SITES

Arizona	North Carolina
Colorado	Oregon
Georgia	Tennessee
Kentucky	Washington
Maine	Pittsburgh
Minnesota	S.F. Bay Area
Montana	Virginia



NATIONAL PROGRAM

The program is available to business owners from all 50 states, Puerto Rico, Washington D.C. and the US Virgin Islands through the blended (on-line/face-to-face) program including in-person sessions delivered at Babson College in Wellesley, MA

- **Originated 2019**
- **First State Wide Program**
- **Collaboration between all 15 Community Colleges**
- **Hybrid Model**
- **Spring and Fall Cohorts Annually**

Local Partners

- Des Moines Area Community College
- Iowa's Community College System
- Local Chambers of Commerce
- Economic Development Organizations
- Community Development Organizations
- Other Community Partners

National Partners

- Babson College – Ranked No. 1 in Entrepreneurial Education by US News
- Initiative for a Competitive Inner City (ICIC) – The leading authority on U.S. inner city economies and the businesses that thrive there

100+

Local and national partnerships
deliver the program across the country

Program Overview

Deliver Best in Class National Business & Management Curriculum

Community Colleges

- Deliver 80-100 hour business management education
- Practical, implementable curriculum with entrepreneurial focus
- Peer learning from fellow small business owners

Provide Business Support Services

Business Advisors, Local Organizations and GS Employees

- Offer advice, technical assistance & networking
- Integrate business education with business needs

Provide Opportunity to Access Capital

Local Financing Organizations

- Opportunity to learn how to assess additional resources

Revenue Growth and Job Creation

Our Participants



10,000 Small Businesses participants:

46%
Women

Ages range from

22-84 years

Education levels range from some high school or GED through graduate degrees

Representative of their communities and a range of industries



Our Participants

60%
Women

Scholar Ages range from

24-74 years

Business Ages range from

2-147 years

Education levels range from some high school or GED through graduate degrees

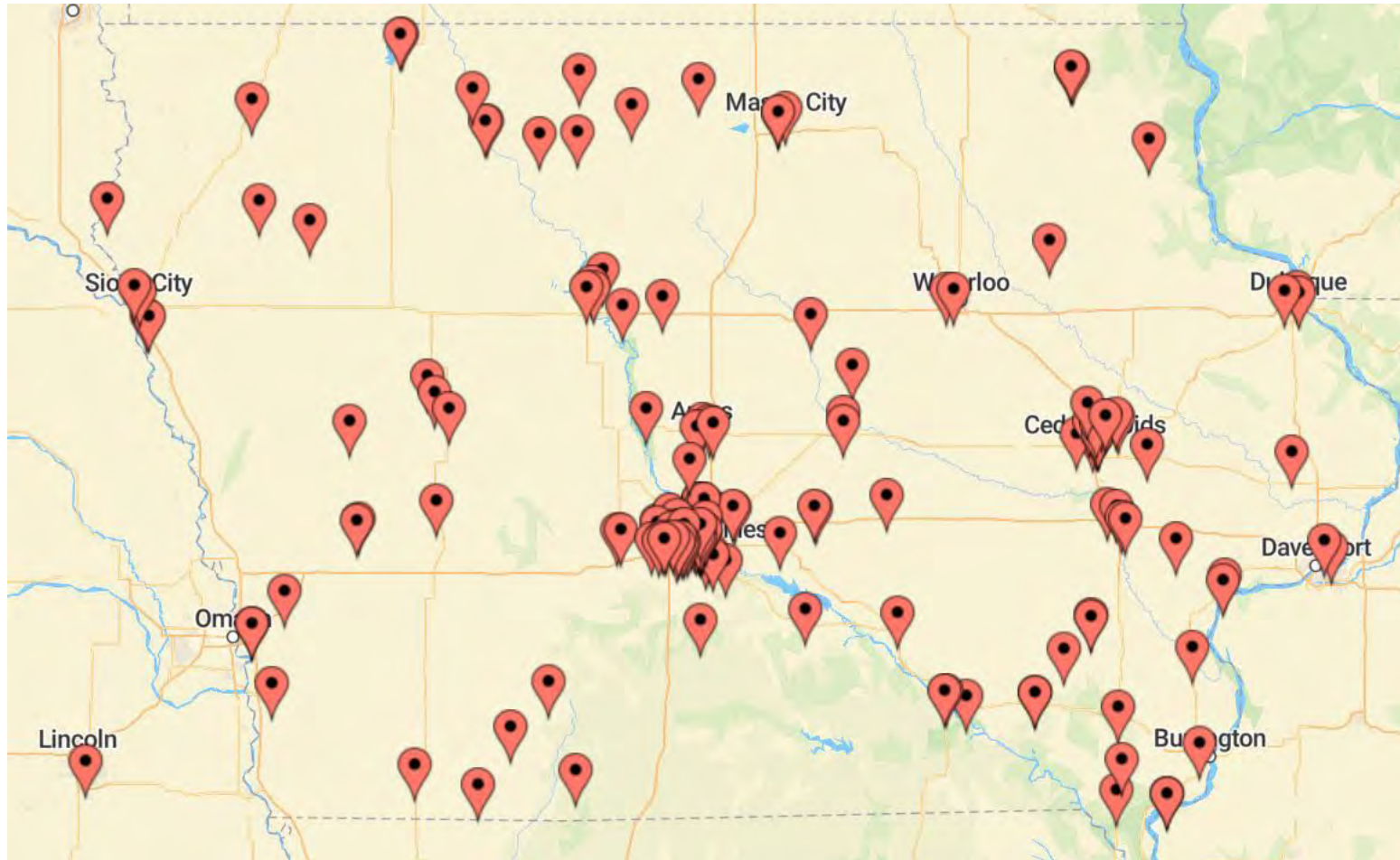
Revenues range from

\$65k to \$44M

5.5

Median Employees

State Impact



Education Program

- Iowa team of 15 faculty and staff trained in program and curriculum
- Delivered at no cost to participants
- 2 sessions in person paired with online training
- Peer-to-peer learning and collaboration
- Business support services
- Cohort sizes of ~40 small business owners
- Participants develop a tailored plan that can be used to immediately benefit businesses

100+ Hours of instruction
delivered over 4 months



Curriculum

- Program Modules & Clinics



Growth Plan: a strategic and tactical implementation to guide your business growth.



- Guides all course material directly to your business
- Includes:
 - Personal statement of your growth aspirations
 - Strategic overview of the business inputs necessary to achieve that growth
 - Implementation plan

The program is designed to facilitate the growth of your business and yourself as a leader. The primary tool for stimulating this development is the creation of your Growth Plan.

What Business Owners Can Expect

Our Commitment to You

- Full scholarship
- Practical curriculum to drive business growth
- Skills that can be applied immediately
- Local & national alumni network
- Understanding of how to access capital

Your Participation

- Attend all learning sessions
- Take part in out-of-class activities
- Demonstrate a commitment to revenue growth and job creation
- Create a growth plan
- Complete monitoring & evaluation documentation

~ 70%

Increase Revenues
within six months
vs. 53% national rate*

~ 50%

Create Net New Jobs
within six months
Vs. 30% national rate*






87.6%

**Of program graduates to
business together**

Selection Criteria

Typical Business Criteria



-  Owner or co-owner of a business
-  Been in operation for at least two years
-  Annual revenues above \$75,000
-  Have at least 2 employees
-  Desire to grow and create jobs

Revenue Growth and Job Creation are key measures of Success

Reactions



Paul Terveen
Spirit Lake

Lakes Lube Center

Program Impact

“The program makes you take a hard look at your business. It helps you take a deep dive into your current financials and understand if your ideas for growing your business would be profitable. I would highly recommend this program to all small business owners.”



Lewis Eaton
Des Moines

Heartland Millwrights

“I feel very educated and on the “cutting edge” of programs and updates during this entire pandemic all due to the Goldman Sachs program. I cannot imagine being a small owner not having the information and resources we have been provided.”



Jen Moulton
Clive

CEImpact

“This is the single best thing I’ve done for me and my business. It feels as though I have gotten an MBA, with my business as the focus of all the learning. I now have the power of knowledge to grow, expand, and withstand the challenges that every small business owner encounters at some point. This program is a gamechanger for every small business owner!”

10,000 Small Businesses

Apply Today



Thank You



Deadline to Apply: October 31

Apply online

www.iowa10ksb.com

10,000 Small Businesses

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