



# Minority Business Accelerator

A COLUMBIA CHAMBER *Program*





# MINORITY BUSINESS ACCELERATOR

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South Carolina  
Minority Business Accelerator  
Midlands

The Midlands Minority Business Accelerator (MMBA) is a program of the Columbia Chamber in partnership with the South Carolina Minority Business Accelerator. The South Carolina Minority Business Accelerator is a statewide initiative formed by Greenville Chamber, Charleston Metro Chamber and the Columbia Chamber.

Funded with a seed grant from Bank of America, the initiative was designed to advance economic inclusion across the state of South Carolina by helping to reduce the economic disparities experienced by minority owned businesses. The initiative provides opportunities for economic growth and prosperity for high-potential minority owned firms. MMBA is a major economic development tool of the Columbia Chamber and is designed to make minority businesses more competitive.

## MMBA MISSION

MMBA's mission is to help accelerate the development of high-potential minority business enterprises and strengthen and expand our regions minority entrepreneurial community.

## MMBA ADVISORY COUNCIL

The MMBA Advisory Council provides strategic guidance to the program and its operating team. Members of the Council serve as ambassadors of the program in the Midlands region. The Council provides advice on program structure and content that helps improve performance of participants in the program.

## MMBA MENTORS

Mentors are individuals that agree to work one-on-one with the CEO of an MMBA participant, to help them achieve a successful outcome through the MMBA program. Typically, the assistance provided is centered on specific goals established by the participant in their three-year strategic growth plan developed during the first half of the program.

*To learn more about becoming a MMBA participant, MMBA Advisory Council member or MMBA mentor, contact Henri Baskins, Executive Vice President at [hbaskins@columbiachamber.com](mailto:hbaskins@columbiachamber.com).*



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# MINORITY OWNED BUSINESSES AT A GLANCE

## SOUTH CAROLINA MINORITY OWNED SMALL BUSINESSES

MINORITY owned **23%**



TOTAL SOUTH CAROLINA BUSINESSES

## RICHLAND COUNTY MINORITY OWNED SMALL BUSINESSES

MINORITY owned **37%**



VETERAN owned **13%**



FEMALE owned **39%**



TOTAL RICHLAND COUNTY BUSINESSES

## CITY OF COLUMBIA MINORITY OWNED SMALL BUSINESSES

MINORITY owned **32%**



VETERAN owned **12%**



FEMALE owned **35%**



TOTAL CITY OF COLUMBIA BUSINESSES

## LEXINGTON COUNTY MINORITY OWNED SMALL BUSINESSES

MINORITY owned **14%**



VETERAN owned **13%**



FEMALE owned **33%**



TOTAL LEXINGTON COUNTY BUSINESSES

## STARTUPS IN SOUTH CAROLINA

MINORITY owned **13%**



TOTAL STARTUPS IN SOUTH CAROLINA

## STARTUPS IN RICHLAND COUNTY

MINORITY owned **16%**



TOTAL STARTUPS IN RICHLAND COUNTY

Responsible for bringing in over **\$189M**

Data provided by census.gov



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# MBA CURRICULUM

The Columbia Chamber's Minority Business Accelerator uses the award winning and internationally-recognized StreetWise 'MBA'™ curriculum created by Interise, to aid business owners in developing a three-year Strategic Growth Action Plan™, which is customized to their individual business and details the strategies and tactics the owner and staff will take to increase revenue, financial management and improve access to capital.

## During the 12 Month MBA Program Participants Can Expect To Learn:

- Business development strategies
- Strategic planning
- Financial management and analysis
- Human resources
- Accessing capital
- Securing corporate and government contracts

## Is MBA The Right Fit For You and Your Business?

Our ideal candidates are tired of the status quo and looking to gain the business knowledge, skills and trusted networks needed to successfully grow and guide their businesses.

## What Are We Looking For?

- Demonstrate ability to actively engage and successfully complete the program
- Businesses beyond the start-up phase, looking to scale
- Socially/Economically disadvantaged business (minority-owned, women-owned, veteran-owned)
- Business must be headquartered or have a significant presence in the Midlands

## Ready to Apply?

To learn more about becoming a MBA participant contact  
Henri Baskins, Executive Vice President at [hbaskins@columbiachamber.com](mailto:hbaskins@columbiachamber.com).



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# APPLICATION

Full Legal Name:  MR  MS  MRS \_\_\_\_\_  
LAST NAME FIRST MIDDLE

Business Name: \_\_\_\_\_

Business Address: \_\_\_\_\_  
STREET CITY STATE ZIP

Business Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Business Website: \_\_\_\_\_ Email: \_\_\_\_\_

Industry: \_\_\_\_\_

Please provide a brief description of your business:

When did you start/buy your business? \_\_\_\_ / \_\_\_\_  
MONTH YEAR

Are you the 100% owner?  YES  NO

If you are not the 100% owner, what percent do you own? \_\_\_\_ %

Number of current employees: Full-time \_\_\_\_\_ Part-time \_\_\_\_\_ Contractors \_\_\_\_\_

Please select all the categories that apply to you as the applicant:

- Asian  Black or African American  Native Hawaiian or Other Pacific Islander  White or Caucasian  
 American Indian  Hispanic, Latino, or Spanish Origin  Veteran  LGBTQ

*\*As the business owner, please count yourself when answering this question.*

Total gross annual revenue for past three years (if applicable):

2017 \_\_\_\_\_ 2018 \_\_\_\_\_ 2019 \_\_\_\_\_ 2020 \_\_\_\_\_ (Projected gross annual revenue)



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# PLEASE TELL US MORE ABOUT YOUR BUSINESS AND INTEREST IN THE MBA PROGRAM:

Where do you see your business in three years?

What are the “Top Three Things” you want to get out of the MBA program?

Please describe how you would plan to manage your time effectively to ensure active involvement in the MBA program:

How did you hear about the MBA program? (Please check all that apply):

- Government/Community Organization
  - Online Media
  - Print Media
  - Chamber Website
  - Email
  - Other: \_\_\_\_\_
- 
- I understand that in order to participate I must be a member of the Columbia Chamber or willing to secure my membership prior to program start date. (Please check.)
  - I understand that I must have the desire to grow my business and hire employees or contractors and not be a lifestyle business. (Please check.)
  - I understand that to participate I must have a financial software system in place and being used and that I will provide my business profit and loss and balance sheet during the interview. (Please check.)
  - I understand that if selected a \$500 nonrefundable participation fee is required prior to program start date. (Please check.)
  - I understand that part of the evaluation for selection into the MBA program is an interview with program facilitators and I agree to make myself available. I agree to, if accepted, meet monthly with my coach and financial expert and also submit a required, monthly activity report. (Please check.)

Once application is complete, save and send via email to Henri Baskins at [HBaskins@columbiachamber.com](mailto:HBaskins@columbiachamber.com).



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# SPONSORSHIP OPPORTUNITIES

## MBA Champion | \$10,000\*

- Recognition as MBA Champion sponsor in electronic communication to program participants
- Logo recognition as MBA Champion sponsor on the Columbia Chamber website
- Logo inclusion on PowerPoint during class session
- Logo inclusion in participant manual as MBA Champion sponsor
- Opportunity to participate in the end of session graduation
- Opportunity to provide literature on capabilities and services to MBA participants
- Opportunity to have representative(s) attend up to three sessions for networking opportunities with program participants
- Opportunity to have representative serve as subject matter expert participating in a session as a panelist or guest presenter (to be coordinated in advance with MBA Program Administrator)
- Opportunity to recommend vendors/suppliers to participate in the MBA Program (participants must meet qualifications to be considered)
- Category exclusivity

*\* Only 3 sponsors allowed*

## MBA Supporter | \$5,000\*\* Investor

- Recognition from podium as MBA Supporting Sponsor at the end of session graduation
- Recognition as MBA Supporter on the Columbia Chamber website
- Logo inclusion on PowerPoint during networking hours of each session as MBA Supporter
- Opportunity to have one representative attend one of the sessions to network with MBA participants and address the group with remarks and provide literature on capabilities and services
- Company name recognition in the MBA Participant Manual as MBA Supporting Sponsor
- Opportunity to recommend vendors/suppliers to participate in the MBA Program (participants must meet qualifications)

*\*\* Multiple sponsors allowed*



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# SPONSORSHIP AGREEMENT

## SPONSOR INFORMATION

Sponsor Organization: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Our organization agrees to be a sponsor of this event at the indicated level below (check one):

- MBA Champion (\$10,000)
- MBA Supporter (\$5,000)
- MBA Custom (\$\_\_\_\_\_)

## PAYMENT METHOD

Cash  Check  Visa  MasterCard  American Express  Discover

Name on Card: \_\_\_\_\_ Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ 3-Digit Authorization Code: \_\_\_\_\_

Authorized Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Chamber Representative Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Please scan and email this agreement to Ashleigh Pair Conner at [aconner@columbiachamber.com](mailto:aconner@columbiachamber.com).*



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