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# Minority Business Accelerator

A COLUMBIACHAMBER *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.

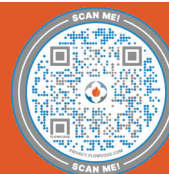
## MMBA ADVISORY COUNCIL

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 or coach, contact Naomi Walton at [nwalton@columbiachamber.com](mailto:nwalton@columbiachamber.com).*



*Scan this QR code with your phone's camera to learn more about MMBA.*



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803.733.1110 // COLUMBIACHAMBER.COM

# 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

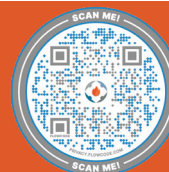
## Is MBA The Right Fit For You and Your Business?

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

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