

BROKER BLAST

August 2021

Kaiser Permanente-Sponsored Program Offers Training, Education, Mentorship to Washington, DC and NOVA Business Owners

Kaiser Permanente and the Initiative for a Competitive Inner City (ICIC) are inviting small business owners in Washington D.C., and Northern Virginia to apply to the Inner City Capital Connections (ICCC) program – a tuition-free, 40-hour “mini-MBA” program that combines executive education, webinars and coaching delivered by top-ranking university professors and local experts.

The ICCC program, sponsored by Kaiser Permanente, helps small businesses in communities facing economic injustice with strategies to build capacity for sustainable growth and opportunities to connect with capital sources to help create jobs locally. The program is particularly relevant this year as many small businesses in communities of color have been disproportionately affected by the COVID-19 pandemic.

The 2021 cohort marks the fourth time that the ICCC has been offered to Washington’s small businesses since 2017, and the first time welcoming a Northern Virginia cohort. Washington is home to 261 ICCC alumni, who since their participating have:

- averaged 51% growth revenue
- created 793 jobs
- raised \$55M in capital

The 2020 DC cohort included 87% Black, indigenous or people-of-color-owned and 63% woman-owned businesses.

Applications can be completed [using this link](#). Applications for the Washington, D.C. program are due **September 3rd**, and applications for the Northern Virginia program are due **September 24th**.

Please share this information with your clients (or take advantage yourself!) and let them know about Kaiser Permanente’s ongoing

commitment to supporting the communities we serve.