

Strategic Steps for Growth

M/WBE PROGRAM

A premiere executive education program for M/WBE businesses in New York City

Do you need a plan to take your company to the next level? A support network to rely on? An advisory team you can trust? Then you need **Strategic Steps for Growth**, a program offered jointly by the NYC Department of Small Business Services and NYU Leonard N. Stern School of Business' Berkley Center for Entrepreneurship & Innovation. It's a nine-month program designed specifically for minority- and women-owned businesses. Sessions cover company assessment, financial data, marketing & sales, building staff and other resources, and accessing government & NYU contracts and capital.

Profit from the program with proven results:

Our **68 graduates** that have completed this award-winning program have secured over **\$6 million in financing** and over **\$130 million in new government contracts** and have collectively hired over **400 new employees**.

What You Can Expect:

The program includes interactive class sessions, peer-to-peer mentoring meetings, live-case presentations using your own business and advice from industry guest experts. At the program's conclusion, each firm leaves with a **three-year Strategic Growth Action Plan™** developed during the program and the skills needed to expand his or her business. Graduates become part of an elite network of successful entrepreneurs and business experts that provide support to help execute the plan. Each entrepreneur will be awarded a certificate from NYU Stern Berkley Center for Entrepreneurship & Innovation.

Which Firms Should Apply?

City-certified Minority- and/or Women-owned Business Enterprises (M/WBEs) located in the five boroughs of NYC, generating gross annual revenues between \$500,000 and \$10 million, with at least two full-time employees and in operation for at least three years.

For more info & to apply now, go to: www.NYC.gov/strategicsteps

Note: there is a fee for this program, scheduled to start classes Oct 2014



Community Development

