

MicroEnterprise Development PROGRAM



Commission for
Minority Affairs

Mission

Eliminate Poverty & Deprivation!



A PATHWAY OUT OF
POVERTY

Poverty

According to the US Census Bureau, nationally, more Americans were living in **poverty** in 2016 than at any time since the 1950s, with the overall poverty rate of 15%.

South Carolina minorities living below poverty are pervasive and well above the national rate:

Blacks (28%),

Hispanics (29%),

Native Americans (12%)

Therefore, poverty rates among South Carolina minorities are more than twice the national average and twice that of whites (13%) in South Carolina.



Our Great Idea....

Address poverty with a robust
Microenterprise Development Program

Microenterprise Development is a strategy with a 25 year history in the US. Adopted by a broad range of organizations, as a tool for poverty alleviation and local economic development...

"An unexpected change in health or loss of a job can trigger a financial catastrophe. Owning a business is one of many tools that help families build the assets and financial strength to weather those crises." — Dr. Dowell C. Smith

Dr. Smith is Director of the Lakota Funds', a organization with the mission to promote economic sustainability on the Pine Ridge Reservation and geographic service area, through business loans, technical assistance, and wealth building education for families and businesses.

"If one in three microbusinesses hired just one (1) worker, the nation would be at full employment" —Association for Enterprise Opportunity

Micro Business

What is a Micro Business

- 5 or less employees
- Less than \$35K-\$50k to start-up
- Traditionally limited access to capital
- Owner is usually manager and employee

Micro businesses are commonly referred to as “Mom and Pop” shops

Interesting Facts

Interesting Facts

- 92% of all businesses are micro
- 60+% of micro businesses are minority
- Microbusinesses employment amounted to 41.3 million jobs, or 31 percent of all private sector employment, nationally.
- Contributed almost \$5 trillion to the US economy
- Micro businesses hire more people than federal, state, and local governments, combined...2011

If one in three microbusinesses hired a single employee, the United States would be at full employment.”

The Power of One in Three: Creating Opportunities for All Americans to Bounce Back

Services Provided

Business

Management & Technical Assistance

- Business Planning
- Marketing Assistance and Planning
- Loan Packaging
- Accounting/Bookkeeping
- E-Commerce
- Website development
- And more

Business

Education & Training

NxLevel® for Micro Entrepreneurs

- Nationally Recognized Education and Training curriculum
- Accepted by Micro Lenders as value added to loan applications
- Extensively covers options and strategies for achieving self-sufficiency through self-employment, with an emphasis on learning and meeting professional standards

Microenterprise Development Training Conference

Training for three (3) groups;

Micro Entrepreneurs,

Small Business service providers and resources

And Youth and Young adult entrepreneurs

Customers Served

- Our Microenterprise Development Program provides services and resources to our minority groups; African Americans, Native Americans and Hispanic Americans.
- Through a grant provided by USDA-Rural Business Development, we offer services to all groups, in predetermined counties.
- Services are available to aspiring and existing entrepreneurs.

Impact

As a result of our Micro Business Development Program, we have accomplished the following....

Number of students graduated from NxLevel

Graduated over 80 students from the NxLevel Education/Training course

Job Creation and new business start-up

Responsible for the creation of 82+ jobs

Harm if not
provided

Potential Harm if services are not provided?

Aspiring and existing businesses would not receive the critical business assistance needed to increase their chances of success;

No other State or Federal agency in South Carolina provides the level of service to our clientele that we serve;

The costs for same services on the open market would be cost prohibitive;

Job creation would be stifled.

Relationships with South Micro Enterprise Network



- The South Carolina Micro-Enterprise Network (SCMEN) is a non-profit organization created to serve, educate and empower the micro-enterprise service providers in South Carolina and the entrepreneurs they represent.
- SCMEN is a member organization comprised of people and organizations that advocate for and support of the growth and development of South Carolina's microenterprise community
- We have approximately 30 member organizations,

SCMEN Activities.....

- Public Awareness and Education on the economic impact of Microbusinesses on the economy;
- Support legislation that supports microenterprise development in SC;
- Provide opportunity for collaborations and partnership among members to accomplish similar organizational goals;
- Capacity Building of practitioner via training, technical assistance, collaborations, etc.



SCMEN Benefits to our Agency Are

As a 501 c3 entity , organizations such as banks, private organizations, etc, are able to support our efforts financially and receive valuable tax credits.

We can accomplish key components of our services through SCMEN, such as our Micro Enterprise Training Conference held annually in June as part of the celebration Micro Enterprise Development Month

Questions and Answers?

THANK YOU