



Background

Initiative for a Competitive Inner City (ICIC) is a national nonprofit organization founded in 1994 by Michael Porter a Harvard Business School Professor. " ICIC's mission is to drive economic prosperity in America's under-resourced communities through private sector investments to create jobs, income and wealth for residents. Inner City Capital Connections (ICCC) is an Urban Business Initiative Program of ICIC. Kaiser Permanente(KP) partnership with ICCC has a shared value of community good. ICCC's mission to reduce income disparities and improve lives by revitalizing low to moderate income economies. Which aligns to KP's mission of improving community health by addressing the social determinants that impact health-particularly in the areas where there are glaring economic and health disparities". I have obtained a position in which I support the planning of the 2020 cohorts.

Methods

- ICIC is a mini- MBA program in which **Research and Planning Development** is needed to analyse the business landscape in a city
- **Community Engagement** is a soft launch also known as a **Kick-off Day** in which KP Impact Spending, ICIC, community health and local community leadership discuss the program with stakeholders, eliciting recruitment for small diverse business.

Buy to Pay: Impact Spending Helping Diverse Small Business

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Recruitment / Program Implementation is the beginning of the nomination process in which small businesses who meet the requirements such as:

- Be an independent, for-profit/non-for profit proprietorship
- Have annual revenue of at least \$500k
- Have more than 40% employees residing in economically distressed areas... etc

Meeting the following criterias small business can start their **application** process with ICCC to receive admission to **Training Day the mini MBA course** where small business owners are taught how to leverage capital, capacity, speak to panels of debt lenders and equity investors, funding and other questions.

2020 ICIC Cohort's Market's where in the following Cities: Atlanta, Baltimore, Fresno, Honolulu, Inland Empire, Portland, Stockton, San Diego, Washington DC. Some of these marketplaces had a completed **Kick-off** day prior to COVID-19. Planning for these cohorts have been switched from in person conferences to virtual conferences. With some cohorts postponing their **Training Day to a later date. Results for 2019-2020 are to be determined due to COVID-19.**



Results

These ICIC/ KP cohorts yield in creating jobs in Inner Cities. With job creation in small diverse business, increases income in household areas residing in economically distressed areas. Therefore creating spend within communities, increasing household incomes, and gaining access to better healthcare.

