



UNLOCKING ENTREPRENEURSHIP

TRANSFORMING COMMUNITIES

City of Cleveland Finance Committee

Tuesday, May 10, 2022



OUR MISSION

To unlock the full potential of entrepreneurship to transform entire communities.

Core Values



Act to deliver on commitments and generate results, and if expectations aren't clear, ask.



Embrace opportunity, continuous improvement and change, and contribute to the solution as we evolve.



Collaborate with others to play our most helpful role(s) and to increase effectiveness.



Committed to corrective action regarding historically underserved and underrepresented populations through entrepreneurship and innovation.



Address our work with focus, grit and enthusiasm.



Balance self-assurance with listening to understand, having an open mind and demonstrating patience.



A Proven Combination For Growth

We provide capital, services and connections to accelerate the growth of entrepreneurship. Our teams are uniquely positioned to support four client groups.



TECH STARTUPS

CORPORATE PARTNERS

SMALL BUSINESSES

RESEARCH INSTITUTIONS

Measurable Economic Outcomes

\$169M+

revenue generated by small businesses

\$64.3M+

revenue generated by Black and Latino/Hispanic-led small businesses

\$64.6M+

Revenue generated by women-led small businesses

\$45M+

Small Business wages

1,700+

Small Business Jobs

\$11M+

Small business state & local taxes from 2018-2021

\$7.9B+

IN ECONOMIC IMPACT

generated by tech startups and small businesses supported by JumpStart and its partners from 2015 to 2021.

Data reflects economic impact of tech startups and small businesses supported by JumpStart and its many ecosystem partners. Unless otherwise noted, all data is cumulative from 2015 through Dec 2021.



SMALL BUSINESSES

We offer capital, services and connections to accelerate the growth of local small businesses and our small business ecosystem.

SMALL BUSINESSES



Programs & Services

1:1 Business Assistance

Networking & Learning

Pathways to Capital

Encore Mentoring Program

2,880+

small businesses engaged by
JumpStart from 2015 to 2021

19,500+

advising hours provided to
small businesses by JumpStart
and its partners to date



Impact Program

An intensive, 12-week program where each cohort receives industry-specific mentoring with a special emphasis on financial projections and capital pitches.



Deep Dives

Advanced multi-week cohorts for established growing businesses facilitated by external SMEs focused on a single business topic.

Blueprint Program

A foundational, four-week program designed to help founders ready their business for growth.



1st Cohort

Impacto Program

- City of Cleveland support of Latino/Hispanic outreach efforts, led to Impacto Program
- JumpStart's 1st workshop series taught in Spanish

- Businesses from across different industries
- 7-weeks of classes, supported by SMEs
- **Each participant received \$1,000 grant & a computer at the end of the program**
- Eligible for Latino/Hispanic Loan Fund

Small Business Capital

Impact Loan Fund (\$1M funded to date)

- Need to be an Impact Program Graduate to access
- Up to \$35,000
- Terms
 - No payments for 24 months (accrued)
 - No personal guaranty
 - Six-year repayment period
 - 10% interest

Hispanic Loan Fund (\$250K fund)

- \$2,500 - \$20,000 loans for Hispanic/ Latino entrepreneurs
- **25% of principal converted to grant if engaged/current**
- Variable term based on loan amount
- 6% interest

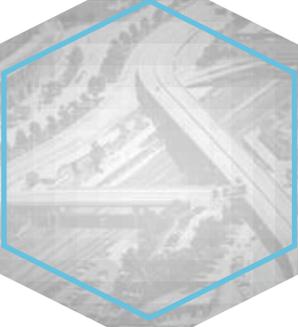
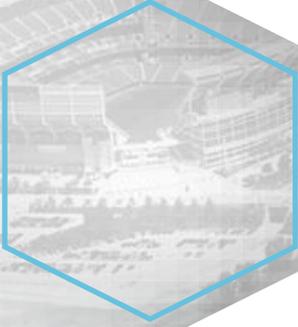
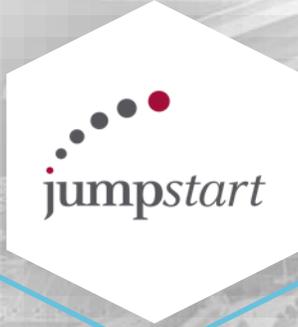




Our Commitment To Equity And Inclusion

JumpStart is committed to accelerating inclusive economic growth across Northern Ohio. We approach our work with a focus on bridging resource gaps for historically disconnected communities, improving economic outcomes for Black, Latino/Hispanic and women entrepreneurs.

Community Partners | Northeast Ohio





LEARN MORE

jumpstartinc.org



Cleveland Small Businesses

Cleveland Small Businesses with time spent in the selected Time Tracking Date Range, by City Ward

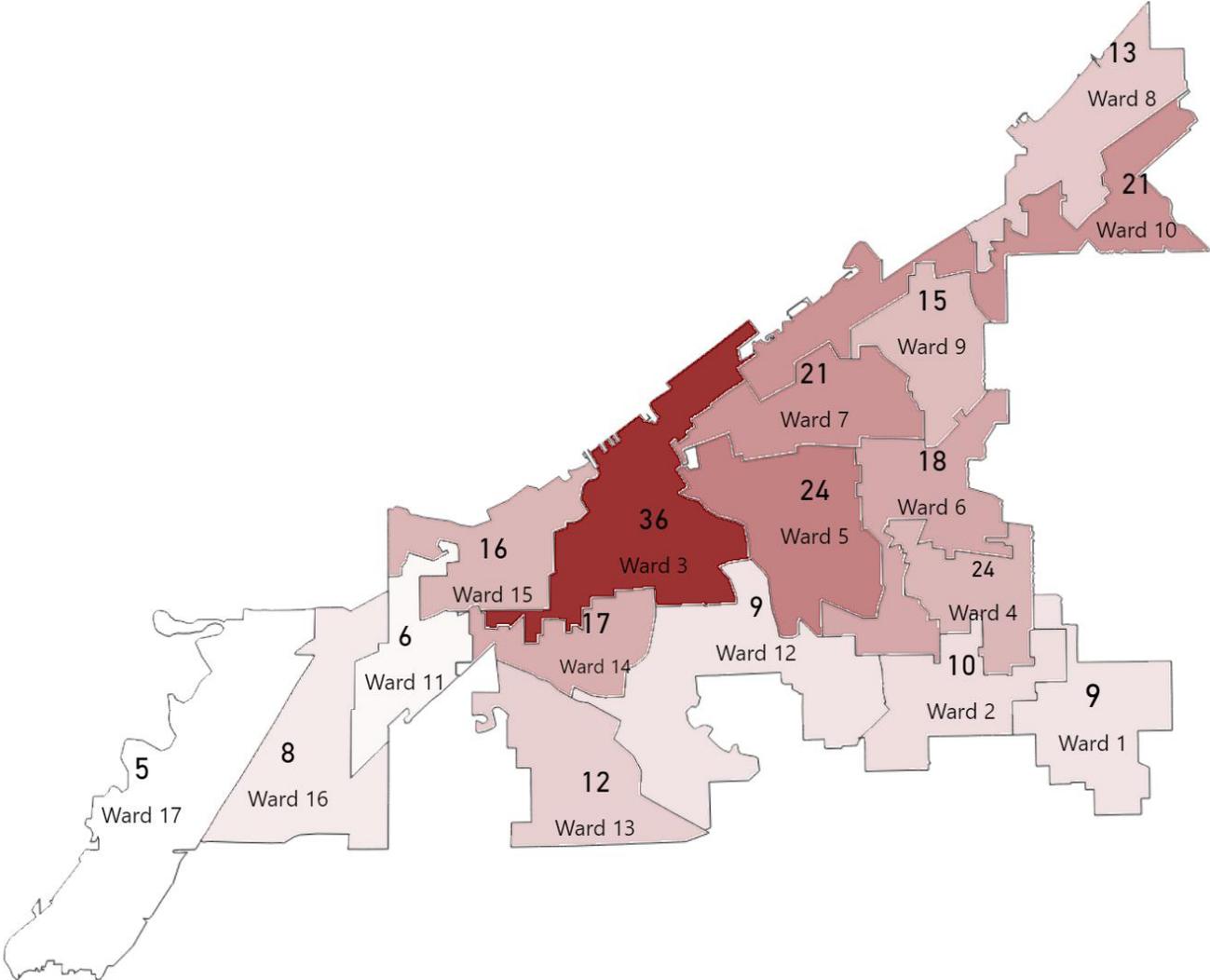
Total number of companies engaged

256

Time Tracking Date Range

1/1/2021

4/20/2022



Cleveland Small Biz Jobs

Most recently reported employment data for Cleveland
Small Businesses by City Ward

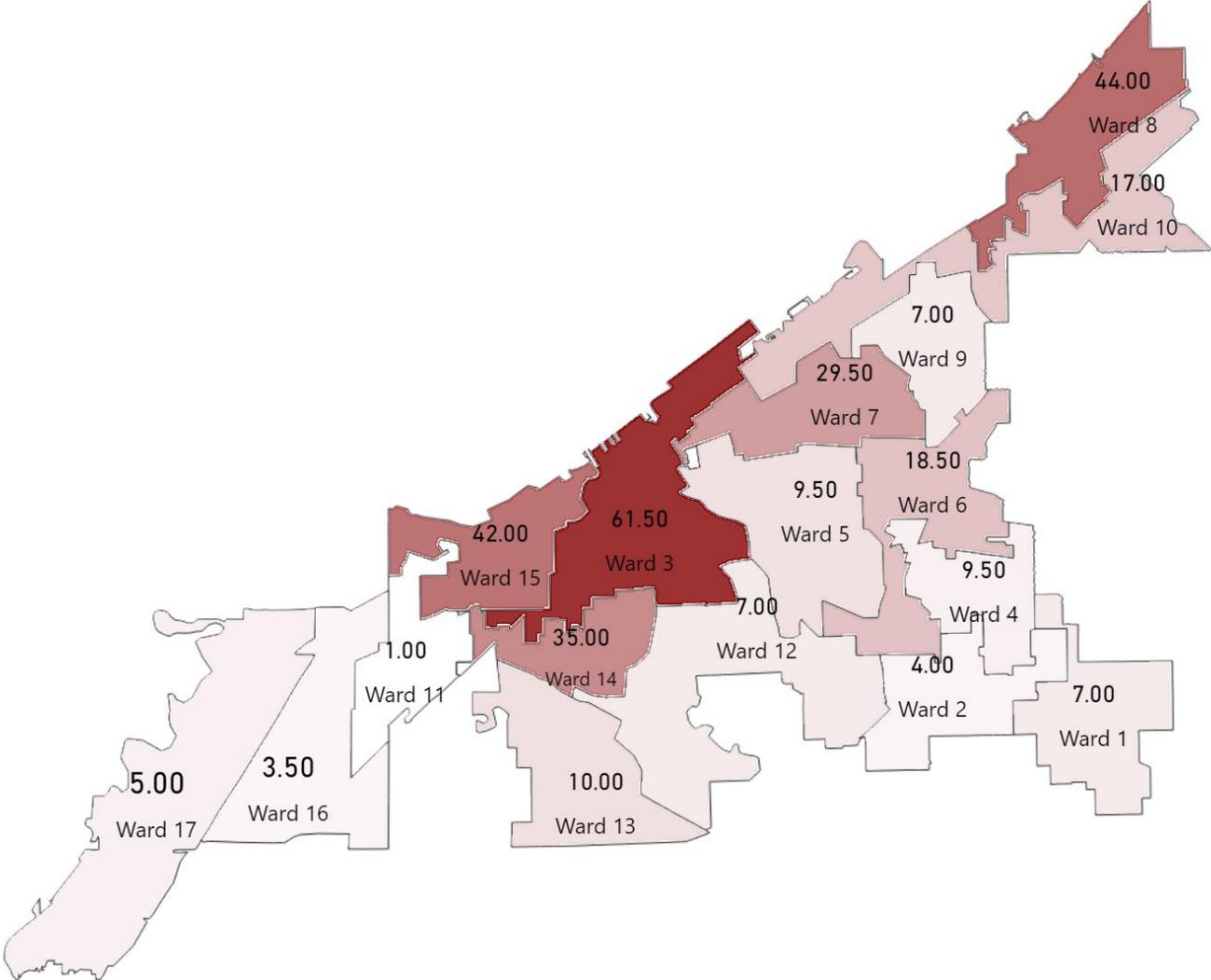
Total number of FTEs -
Cleveland

306.50

Reporting Date Range

1/1/2020

12/31/2021

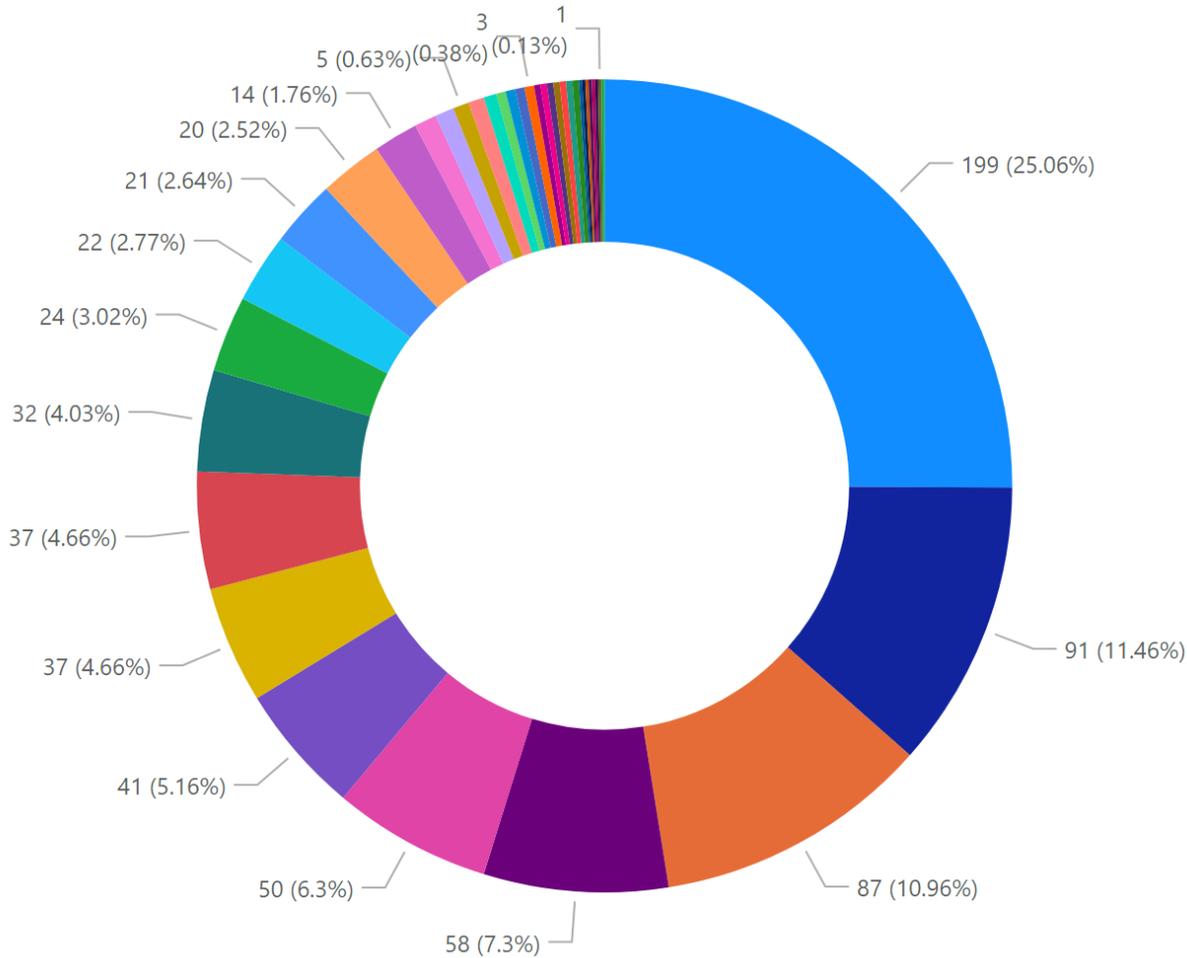


Intake Industry

Cleveland Non-Tech Qualified companies by Industry area

Ward

All



Industry

- Other
- Retail (excluding Auto)
- Food Service and Accommodation
- Services (General)
- Education (excluding EdTech)
- Consumer Products
- Leisure, Entertainment, and Arts
- Professional or Technical Consulting
- Healthcare and Human Services
- Media and Publishing
- Food Production, Processing and Safety
- Construction and Home Improvement
- Transportation and Warehousing
- Real Estate
- Environmental Services and Equipment
- Automotive Retail and Services
- (Blank)
- Banking and Financial Services (excluding FinTech)
- Insurance
- Electronics and Sensors for Communications

Small Business Clients > \$25K in '21, Wards 1-9

Ward 1: Haynes Enterprises, Q's Cafe

Ward 2: Mr Officials

Ward 3: Pearlflower, Foundation4U, Lake Erie Pet Food

Ward 4: Chanelle's Treatz , Temi African Braiding & Boutique

Ward 5: Cleveland Grays Armory Museum, Totally Innovative Moments

Ward 6: Our Favorite Things Boutique, Larchmere Fire Works

Ward 7: Rust Belt Riders Composting, Laurel's Gate

Ward 8: Prostar Enterprises, Six Shooter Coffee, Inspiring Lives Forever

Ward 9: House of B Jewels, Vitiman Kandie, ISpecz Eyewear

Small Business Clients > \$25K in '21, Wards 10-17

Ward 10: Witzi's Raw Granola, Latino Taste To Go

Ward 11: Cycle Fly

Ward 12: JB Grill SoulFood, Quisqueya Dominican Latin Cuisine

Ward 13: JDL Treat & Flower Shoppe, Home Pantry, Tomato Guys

Ward 14: Halfmoon Bakery, Las Dos Fronteras, Mustard Seed Development

Ward 15: Cleveland Cookie Dough, Urban Kutz, Yellowcake Shop

Ward 16: A Star Limousine

Ward 17:

New Small Business Clients '21, Wards 1-9

Ward 1: 1000 Ibs Lighter Fitness, Vein Pros, Restoration Bar

Ward 2: A Plus Lawn & Garden Equipment Repair Service, One Faith

Ward 3: Anthony Remodeling Services, Blessed Café Latin Flavor

Ward 4: Accessories So Necessary, Move Moves Movies, Gallery 77

Ward 5: Nature Kollektiv, Concession Stand, Relentless Beginnings

Ward 6: Lotus Candle Company, Hoodie Hook, Walnut Ventures

Ward 7: STS Media, Oasis Doughnuts, Flawless Outcome

Ward 8: Shee Prints, Anything Possible, Beyond Cuts

Ward 9: Destiny Connections, Mo Loves Entertainment, Mr & Mrs Lawncare

New Small Business Clients '21, Wards 10-17

Ward 10: SlayedbyMarie, 7, Your Personal Assistant Aaron

Ward 11: Panadaria La Cruz, Jirreh Boutique, Little Spark Refill Shop

Ward 12: Passionate House of Change, Aleena Once Upon a Pastry

Ward 13: Correa Love, Ashtro Nails, Advocating for Change

Ward 14: Bella Luna, Flowers by LuJohn and Details, Future Ink Graphics

Ward 15: Games Done Legit, Room Service, Ready Set Coffee

Ward 16: Jakk Sound and More, Little Helpers Hair Products, Mas La Rae

Ward 17: Table for 2, Carmel's Executive Car Service