



Inner City Capital Connections: INCREASING ACCESS TO CAPITAL

Established in 2005, Inner City Capital Connections (ICCC) is a free program, sponsored by the Initiative for a Competitive Inner City and Bank of America, that is designed to stimulate the flow of capital to inner city businesses. ICCC is the country's only program that educates investment-ready inner city companies about equity and other sources of capital and matches them with investors to grow their businesses and create jobs.

PROGRAM BENEFITS

- Discover a full range of financial options ranging from private equity and venture capital to debt and mezzanine financing
- Learn how to optimize business plans and growth strategies to attract potential investors
- Build networks and strengthen relationships with investors
- Obtain company-specific feedback from seasoned investors about growth plans, business models and investment pitches

ICCC FACTS

- **Growing participation:** Nearly 200 inner city companies and 150 equity providers have participated in the program since 2005
- **\$335 million in capital:** ICCC companies have raised approximately \$138 million in equity financing and \$197 million in debt
- **Connecting with investors:** Over 85 percent of participants met at least one potential investor at ICCC
- **Increased visibility:** Many ICCC participants have been featured in national and local publications, including *Wall Street Journal*, *Reuters*, *Inc. Magazine*, *Portfolio*, *PE Hub*, *MSN Money* and *Small Business Television*

“ ICCC made a big difference in our confidence level in going out and approaching investors. It set a level of expectations for the amount of detail investors would be asking for and how deeply they would investigate our business. ”

SUSAN LEGER FERRARO, CEO, LITTLE SPROUTS





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“ I had taken some money and banking courses in college; however, ICCC’s introduction to private equity was much more sophisticated and relevant for our business. ”

TODD PARENT, CEO, EXTREME PIZZA

“ ICCC helped us think about the big picture and made us think about how to grow our business to be a \$1 billion business instead of just a \$50-100 million company. ”

STEVEN ROTHSCHILD, CEO, BULBS.COM

ICCC SPOTLIGHT

Maya Cinemas ■ Los Angeles, CA ■ Montesuma Esparza, CEO



Maya Cinemas, a Hispanic-owned movie theater developer, attended ICCC New York seeking capital to develop additional theater locations in areas with large Latino populations. Through connections developed at ICCC, Maya Cinemas CEO Montesuma Esparza was able to capture more than \$18 million for his company — \$12 million from a commercial real estate loan and an additional \$6 million from an equity deal with Syncom Venture Partners. “At ICCC, we met people who offered us additional theater sites or who wanted us to develop a retail segment. It was a great way to interact with the venture capital community. ICCC helped us realize that Syncom was the right partner, it was easy to close the deal with them,” said Esparza.

ELIGIBILITY REQUIREMENTS

- Companies headquartered in or having 51 percent or more of their physical operation in an economically distressed urban area of the U.S.
- For-profit corporations, partnerships or proprietorships that have revenues of more than \$2 million

HOW TO APPLY

To request application or additional information, visit: www.icic.org/iccc or contact Hyacinth Vassell, hvassell@icic.org or 617-297-3120



Initiative for a Competitive Inner City

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