



# ICIC

Initiative for a Competitive Inner City

**FOR IMMEDIATE RELEASE**

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**2022 ICCC Latinx cohort: Free training, education, and mentorship for Latinx small businesses**  
*Inner City Capital Connections' first Spanish-speaking "mini-MBA program" cohort begins in October; Latinx entrepreneurs are invited to apply*

**BOSTON, August 17, 2022**— The Initiative for a Competitive Inner City (ICIC), with support from American Family Insurance, Berkshire Bank, Metro Credit Union, PNC, Regions Bank, and Tissini, invites Latinx small business owners from across the country to [apply](#) for 2022 Latinx cohort of the Inner City Capital Connections (ICCC) program – a tuition-free, 40-hour “mini-MBA” program that combines executive education, webinars, and coaching delivered by top-ranking university professors and business experts.

Entrepreneurs accepted into the ICCC program will participate in 40 hours of high-impact virtual learning that is divided into four components designed to maximize each participant’s experience and accommodate their busy schedules. The 2022 ICCC Latinx cohort will be the first hosted entirely in Spanish and taught by culturally competent professors, coaches, and facilitators. It will address the unique experience and [challenges faced by Latinx business owners](#). The Latinx cohort begins Tuesday, October 25, and Thursday, October 27. Interested business owners can apply in [Spanish](#) or [English](#) by Friday, September 30.

Since 2015, ICCC has helped more than 5,000 businesses access \$2.35 billion in capital and create more than 23,600 jobs in their communities. In 2021, the initiative served more than 1,200 businesses in 21 markets, with 81% identifying as BIPOC-owned and 54% as women-owned businesses.

“ICIC recognizes the vitality and extraordinary potential of Latinx entrepreneurs nationwide and has created this inaugural cohort to help accelerate their growth and profitability. We’re particularly grateful to our many partners who share these urgent priorities, are committed to closing the racial wealth gap, and have invested generously to make this pioneering initiative possible,” said ICIC CEO Steve Grossman.

The ICCC program is designed to help small businesses in underserved communities, particularly those disproportionately impacted by the pandemic, develop strategies that build their capacity for sustainable growth and present opportunities to connect with capital sources to create jobs locally.

Throughout the program, participants will engage in webinars, digital learning sessions, and one-on-one business coaching appointments that tackle immediate challenges facing each business owner. The program culminates with 1,000 small business owners attending a national conference that focuses on building dynamic growth strategies and connecting participants with capital providers.

The application deadline for the 2022 ICCC Latinx Cohort is Friday, September 30. Visit ICIC’s website for additional detail about the ICCC program including eligibility criteria and applications, <https://icic.org/urban-business-initiatives/inner-city-capital-connections/latinx/>.

For more information or to speak with an ICIC subject matter expert, please contact André Ledgister at [aledgister@icic.org](mailto:aledgister@icic.org) or (617) 238-3012.

**[About Initiative for a Competitive Inner City \(ICIC\)](#)**

[Initiative for a Competitive Inner City \(ICIC\)](#) was founded by renowned Harvard Business School Professor Michael Porter in 1994 as a research and strategy organization that today is widely recognized as the preeminent authority on the economies of under-resourced communities. ICIC drives inclusive economic prosperity in under-resourced communities through innovative research and programs to create jobs, income, and wealth for local residents. Learn more at [www.icic.org](http://www.icic.org) or [@icicorg](#).

[Inner City Capital Connections \(ICCC\)](#) is a tuition-free executive leadership training program designed by ICIC to help business owners in under-resourced communities build capacity for sustainable growth in revenue, profitability, and employment. ICCC is uniquely designed to provide three critical elements for sustainable growth: capacity-building education, one-on-one coaching, and connections to capital and capital providers.

To learn more, visit [icic.org](http://icic.org).

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