The StreetWise ‘MBA’™ Drives Impact

Interise’s StreetWise ‘MBA’™ provides business owners with more than business knowledge, management know-how, and access to professional networks. The StreetWise ‘MBA’™ works to provide business owners—and their businesses—with the capacity for change.

In 2017, 70% of Interise small businesses increased their annual revenues by an average of $399,600, with 80% of businesses retaining profitability.

Through small business growth, this network drives impact where it’s needed most—creating jobs at 11x the rate of the private sector.

#ImpactMatters

<table>
<thead>
<tr>
<th>AVERAGE NUMBER OF EMPLOYEES</th>
<th>14</th>
<th>18</th>
<th>29% JOB GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEFORE STREETWISE ‘MBA’™</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 YEARS POST-PROGRAM</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVERAGE REVENUE</th>
<th>$1,569,000</th>
<th>$2,310,000</th>
<th>48% REVENUE GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>BEFORE STREETWISE ‘MBA’™</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 YEARS POST-PROGRAM</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

StreetWise ‘MBA’™ Features

• Hands-on Curriculum
• CEO Mentoring Groups
• Live Cases Using Your Business
• Strategic Growth Action Plan™
• National Business Network

After 13 sessions, I walked away with a clear vision, focus, and plan for my business. I know what I want now, and I can’t do this by myself. I need good people.

PAUL MCCADNEY
PRESIDENT, DIAMOND DISTRIBUTORS, 2016 ATLANTA ALUM

6,000+ small businesses are powered by Interise’s StreetWise ‘MBA’™

StreetWise ‘MBA’™ programs are available in 70+ cities nationwide

The Interise Business

<table>
<thead>
<tr>
<th>MEDIAN YEARS IN BUSINESS</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>AVERAGE NUMBER OF EMPLOYEES</td>
<td>16</td>
</tr>
<tr>
<td>AVERAGE ANNUAL REVENUE</td>
<td>$2M</td>
</tr>
</tbody>
</table>

TOP 5 INDUSTRIES

- PROFESSIONAL SERVICES
- CONSTRUCTION
- MANUFACTURING
- ADMIN & SUPPORT SERVICES
- HEALTH & SOCIAL ASSISTANCE
INTERISE BUSINESSES INCREASE REVENUE BY 50%, OVER THREE YEARS, RETAINING PROFITABILITY

<table>
<thead>
<tr>
<th>YEAR 0 BEFORE PROGRAM</th>
<th>YEAR 1 POST-PROGRAM</th>
<th>YEAR 2 POST-PROGRAM</th>
<th>YEAR 3 POST-PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>500,000</td>
<td>1,000,000</td>
<td>1,500,000</td>
</tr>
<tr>
<td>100,000</td>
<td>1,000,000</td>
<td>1,500,000</td>
<td></td>
</tr>
<tr>
<td>150,000</td>
<td>2,000,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

MAKING HABIT OF STRATEGIC BUSINESS PRACTICES

Interise business owners demonstrate a sharp rise in strategic behaviors key to growing an established small business. To convert strategic behaviors into lasting habit, the StreetWise ‘MBA’ holds business owners accountable to each other and to themselves.

I follow a written growth plan to manage my business.
I use financial data to manage my business.
I use systems to evaluate my staffing needs.

INTERISE WORKS FOR Small Business

StreetWise ‘MBA’™ Builds Capacity for Procurement Success

$862,780,000
Total Value of Procurement Contracts Awarded to Interise Businesses in 2017

$2,338,000
Average Value of New Contracts Per Business*

* AMONG BUSINESSES AWARDED NEW CONTRACTS

INTERISE INSIGHT: THE CONTRACTING FACTOR

Companies with contracts not only create jobs faster, but they create better jobs — with higher wages, salaries, and benefits.

Read more: www.interise.org/InteriseWorks

IMAGE CAPTION: Jacinto Fernandes, Owner, FBF Resources and Solutions, 2018 Boston StreetWise ‘MBA’
64% of Interise businesses are minority-owned and/or located in low-income communities.

**REVENUE GROWTH AMONG COMPANIES THAT GREW REVENUE IN 2017, BY SEGMENT**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Average Revenue Growth (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial Minorities¹</td>
<td>150%</td>
</tr>
<tr>
<td>Latino²</td>
<td>62%</td>
</tr>
<tr>
<td>Low-Income Community³</td>
<td>65%</td>
</tr>
<tr>
<td>White⁴</td>
<td>54%</td>
</tr>
</tbody>
</table>

**JOBS* CREATED PER BUSINESS AMONG JOB CREATORS IN 2017, BY SEGMENT**

<table>
<thead>
<tr>
<th>Segment</th>
<th>Average New Jobs (#)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Racial Minorities¹</td>
<td>8.8</td>
</tr>
<tr>
<td>Latino²</td>
<td>5.9</td>
</tr>
<tr>
<td>Low-Income Community³</td>
<td>5.6</td>
</tr>
<tr>
<td>White⁴</td>
<td>5.8</td>
</tr>
</tbody>
</table>

*Jobs are measured as Full-Time Equivalents.
1. business owner identifies as minority, non-Latino (minorities are black or African American, American Indian or Alaskan Native, Asian, Native Hawaiian or Other Pacific Islander, or any other race)
2. business owners identifies as Latino, and can be any race; Interise uses Latino and Hispanic interchangeably
3. business operates in a low- or moderate-income census tract
4. business owner identifies as white, non-Latino

Interise businesses create jobs at **11x the rate** of the private sector

**$61,300**
Average Salary for New Jobs Created by Interise businesses

**$10,800 above**
the National Average Salary of $50,500

INTERISE WORKS FOR **All**

INTERISE INSIGHT:
**MINORITIES OUTPERFORM**

- Number of non-minority-owned firms declined 6% from 2007 to 2012, but those owned by minorities increased by 38%.
- Interise impact data shows minority alumni grow revenue and create jobs at a higher rate, from 2004-2017.
Interise licenses the Streetwise ‘MBA’™ to partners who deliver it through their own locally branded programs. Interise’s award-winning StreetWise ‘MBA’™ comes with proven scalability and national results.

“Executive Education is the key differentiator for businesses experiencing exponential growth... This is the Commonwealth's investment in partnership to grow small businesses through development opportunities.

TRACEY G. WILEY
AGENCY DIRECTOR, SMALL BUSINESS AND SUPPLIER DIVERSITY, COMMONWEALTH OF VIRGINIA

95% of alumni recommend
the StreetWise ‘MBA’™ to peers

37 media headlines
featured partner programs in 2018

With an NBA Assist, All-Star Host City Aims to Help Minority-Owned Businesses

from Governing, published July 12, 2018

“Collaborating with the NBA and Interise, a national network focused on helping grow businesses and entrepreneurs, Charlotte has launched AMP UP, a training program to prepare minority-owned businesses for working as suppliers and vendors with the NBA.”

Cities with partner program(s) powered by the ‘Streetwise MBA’™

INTERISE WORKS FOR
Partners
Interise Research tracks business data from StreetWise ‘MBA™ alumni to identify national trends pertaining to established small businesses, minority-owned small businesses, and small businesses located in low-income communities. Interise invites readers to join us in studying the role of small businesses in creating inclusive, robust economies.

Join the Interise Network as a business owner, program partner, or subject matter expert:

VISIT WWW.INTERISE.ORG/INTERISEWORKS

Get in touch:

617-350-6300
interise.org
info@interise.org