

# Building an **INCLUSIVE ECONOMY**

15 YEARS of Interise in Massachusetts ▶

## **RACE & PLACE**

Two characteristics of the  
fastest growing companies

15 Years  
55 Cohorts  
552 Businesses...  
**GROUNDBREAKING  
IMPACT** ▼

### **BEFORE & AFTER INTERISE**

#### REVENUE

\$1,280,601

\$1,553,699

+21%

#### # OF FULL-TIME EMPLOYEES<sup>1</sup>

8.5

11.9

+40%

**INTERISE**

Ronnette Taylor  
Founder, Fire Code Design  
Roxbury, MA

**With 15 years of experience, partners across 75+ cities, and 8,000+ StreetWise ‘MBA’ alumni companies, Interise is driving groundbreaking impact across the country. But while our impact is national, Massachusetts will always be where we started.**

In 2004, Interise recruited 12 small Boston-based business owners whose companies operated in low-income neighborhoods. Their businesses had survived the start-up stage, and showed the potential to grow and scale. The knowledge, know-how, and networks Interise provided acted as rocket fuel — driving their business growth and job creation rates to new heights.

Fast-forward fifteen years and what was a Boston-based program has become a proven model for national impact. Interise creates an inclusive economy by supporting the growth of established small businesses that are minority-owned or located in low- and moderate-income communities. And while we continue to lead nationally through bold programs, purposeful research, and national partnerships, we also celebrate our local success.

### *An Inclusive Economy Starts in Massachusetts*

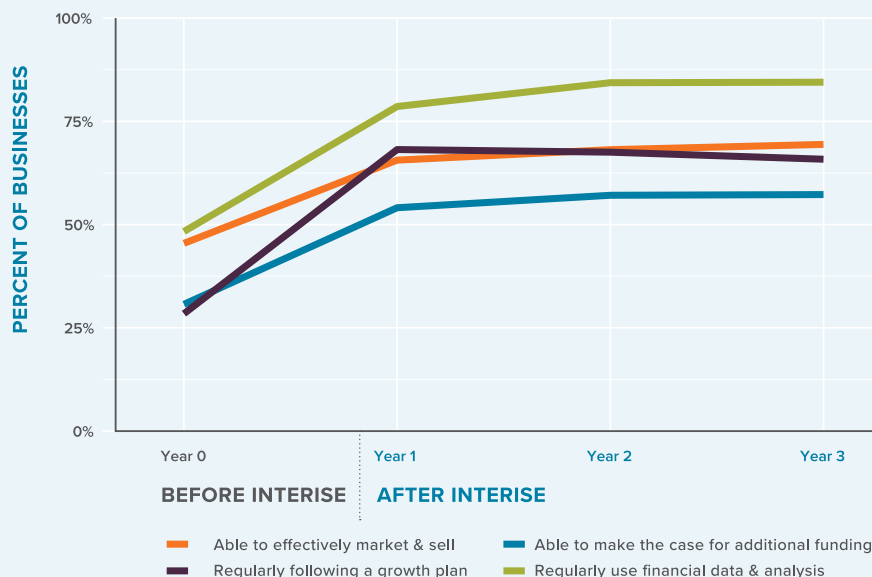
From 2004 to 2019, business owners from 552 companies in Massachusetts each invested 100+ hours working on their businesses to earn a StreetWise ‘MBA’ certificate. ▼

## STREETWISE ‘MBA’

- Hands-on, peer-to-peer learning
- CEO mentoring groups
- Live cases using your business
- 3-year Strategic Growth Action Plan™
- National business network

## Business owners lead the way: Strategic behavior becomes habit

Interise business owners lead on impact by making the shift from working “in” to working “on” their businesses. The data and patterns shown below indicate that StreetWise ‘MBA’ alumni consistently adopt and make habit of the strategic behaviors key to managing the growth of their established businesses.



**Interise companies in Massachusetts increased revenue by 23% on average — many experiencing growth over 50% — and increased the number of full-time jobs<sup>1</sup> by 40%.**

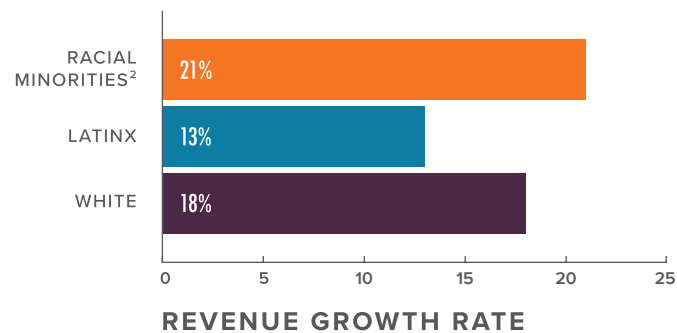
# RACE & PLACE

## Three Factors Fueling the Fastest Growing Companies in Massachusetts

By developing and licensing Interise's StreetWise 'MBA', we're able to efficiently and effectively support the growth of established small businesses that are minority-owned or located in low- or moderate-income communities. It is these very characteristics — race and place — that distinguish the fastest growing Interise companies in Massachusetts.

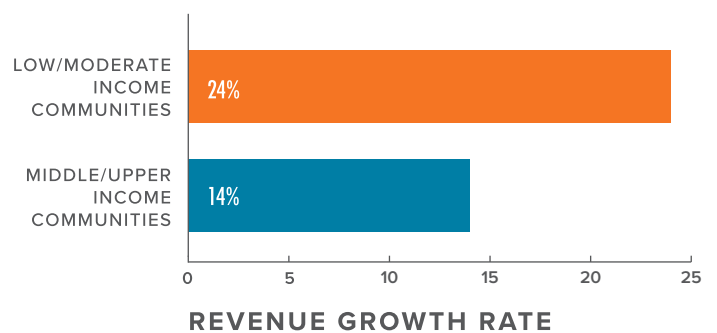
### Growth Factor #1: RACE

Companies owned by racial minorities have the highest average revenue growth rate (21%) compared with Latinx- or white-owned companies.



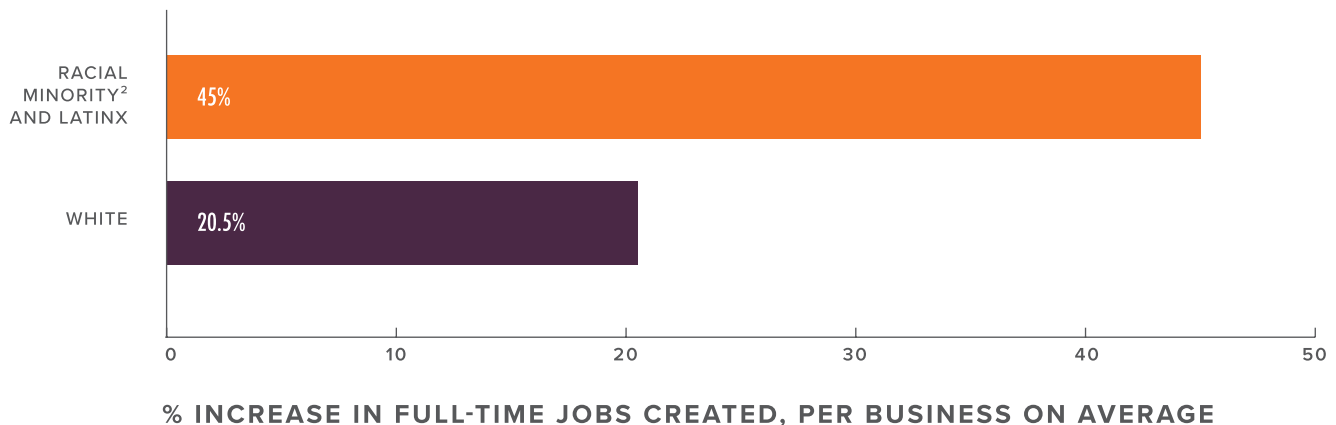
### Growth Factor #2: PLACE

Businesses located in low- and moderate-income census tracts grow the fastest (24%) on average, at nearly twice the rate of companies in middle- and upper-income communities.



### Growth Factor #3: INTERSECTIONALITY (at the intersection of race and place)

In low- and moderate-income communities, racial minority- and Latinx-owned businesses create jobs the fastest.



1 Full-time equivalents (FTEs)

2 Business owner identifies as minority, non-Latinx (minorities are black or African American, American Indian or Alaskan Native, Asian, Native Hawaiian or Other Pacific Islander, or any other race)

**Interise is on a mission to create an inclusive economy**

by supporting the growth of established small businesses that are minority-owned or located in low- and moderate-income communities.

Interise tracks business data from Interise companies to identify national trends pertaining to established small businesses that are minority-owned or located in low- and moderate-income communities.

**inclusive economy**

1. noun  
in which all people can shape the economy and its direction and all people can benefit from economic growth and prosperity - across race, place and ethnicity

Join Interise as a partner, donor, practitioner, or business owner. Visit [www.interise.org](http://www.interise.org)

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- Citizens Bank
- City of Boston
- Dorchester Bay Development Corporation
- Massachusetts Growth Capital Corporation (MGCC)
- Quincy Chamber of Commerce
- VETRN