



FUNDING

Family and Friends

- ✓ Your friends and family can amplify your fundraising strategy by creating early momentum.
- ✓ Friends and family also provide the “social proof” that you need to attract strangers and convince second-degree connections to fund your work.

GoFundMe.com (<https://www.gofundme.com/discover/business-fundraiser>)

- ✓ In recent years, crowdfunding sites like GoFundMe have become increasingly popular among inventors, entrepreneurs, and the general public. They’re easy to set up, and if you can communicate your passion well, you may be able to generate support from people all over the world.
- ✓ No one will pledge or donate to a crowdfunding campaign with no existing funding in place. With that in mind, try to reach 30% of your fundraising goal within the first few days. This helps jump-start the process and conveys that you have a solid project. Many of these pledges can come from your family and friends.

SeedInvest (<https://www.seedinvest.com>)

- ✓ SeedInvest connects founders with venture capital, angel investors, and the Crowd. On average, companies raise more capital on SeedInvest than with other platforms. The minimum investment amount is just \$500.

AngelList (<https://www.angellist.com>)

- ✓ AngelList allows you to start or invest in venture capital funds and syndicates. Join leading venture capitalists and angel investors funding tech startups.

National Venture Capital Association (<https://www.aumni.fund>)

- ✓ Aumni’s mission is to empower leaders in private capital markets to make the smartest investment decisions with the best data and analytics solutions.

Accion Opportunity Fund (<https://aofund.org>)

- ✓ Accion is a small business lender offering loans in amounts from \$5,000 to \$100,000 at interest rates beginning at 5.99%. The company also provides educational resources, coaching and mentoring, and access to support networks in English and Spanish. Women, people of color, and immigrants make up nearly 90% of Accion’s client base.
- ✓ Website includes:
 - » PPP loan forgiveness resources
 - » Webinars, videos, and articles on business operations
 - » Interactive learning courses
 - » AOF business advising partnerships:
 - Samuel Adams Brewing the American Dream
 - Door Dash Main Street Strong Accelerator
 - FedEx E-Commerce Learning Lab
 - Micro-mentoring
 - TrustPlus Financial Coaching



CONTACT

San Jose Headquarters

111 West St. John Street, Suite 800, San Jose, California 95113

Los Angeles

5701 South Eastern Avenue, Suite 120, City of Commerce, California 90040

Small Business Loan Inquiries

For questions, or help with a small business loan application:

New Customers:

English: 888-720-3215 (8 am – 8 pm, your local time)

Spanish: 888-648-7859 (8 am – 8 pm, your local time)

Existing Customers:

844-677-3863 (8 am – 8 pm, your local time)

customer care@opportunityfund.org

U.S. Small Business Administration (<http://www.sba.gov>)

Website includes:

- » Starting a business
- » Federal contracting assistance
- » Access to capital
- » Community Navigator Program offering grants of \$1MM - \$5MM
- » Export and trade assistance
- » Online learning center with special courses for women, veterans, and small businesses in underserved American cities (Community Navigators)
- » List of resource partners: Veterans Business Outreach, SCORE Business Mentors, Women's Business Centers, Small Business Development Centers (SBDCs)
- » Links to System for Awards Management (SAM.gov)

LEGAL

LegalZoom (<https://www.legalzoom.com>)

LegalZoom can help you form your business as well as overcome copyright and trademark issues.

To get started, visit:

https://www.legalzoom.com/?utm_source=239232&utm_medium=affiliate&clickId=3732218795

CCWC has partnered with LegalZoom through its Affiliate Program.



EDUCATION

LawLine – Helpful ON-DEMAND Videos for Entrepreneurs and Startups

- ✓ "Forms of Business Organizations"
<https://www.lawline.com/course/forms-of-business-organization-update>
- ✓ "Negotiating and Drafting IP Licensing Agreements: Top 10 Pitfalls"
<https://www.lawline.com/course/negotiating-drafting-ip-licensing-agreements-top-10-pitfalls-update>
- ✓ "Understanding Trademark Basics"
<https://www.lawline.com/course/understanding-trademark-basics-update>
- ✓ "Labor and Employment Law"
<https://www.lawline.com/course/labor-and-employment-law-update>

Small Business Administration (SBA) – Plan Your Business

- ✓ "Market Research and Competitive Analysis"
<https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis>
- ✓ "Write Your Business Plan"
<https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>
- ✓ "Calculate Your Startup Costs"
<https://www.sba.gov/business-guide/plan-your-business/calculate-your-startup-costs>
- ✓ "Establish Business Credit"
<https://www.sba.gov/business-guide/plan-your-business/establish-business-credit>
- ✓ "Fund Your Business"
<https://www.sba.gov/business-guide/plan-your-business/fund-your-business>
- ✓ "Buying an Existing Business or Franchise"
<https://www.sba.gov/business-guide/plan-your-business/buy-existing-business-or-franchise>

Barnes & Thornburg LLP (<http://www.btlaw.com>)

- ✓ Emerging businesses and technology companies need to get it right – right from the startup – and protect their investment, intellectual property and assets with a capable team of business advisors. The lawyers at Barnes & Thornburg LLP's Entrepreneurial and Emerging Companies Practice Group can help up and-coming businesses set out on the right path.
- ✓ Website includes on-demand webinars such as "Legal Primer for Black-Owned Small Businesses"
<https://btlaw.com/en/insights/videos-and-podcasts/legal-primer-for-black-owned-small-businesses>.
- ✓ Sign up here: <https://insights.btlaw.com/6/468/forms/subscribe.asp>.

✓ **Contact:**

Ms. Jodie Daugherty, CMP

Marketing Services Manager

Barnes & Thornburg, LLP

11 South Meridian Street, Indianapolis, Indiana 46204

Phone: (317) 261-7922 or (317) 370-4157



CERTIFICATION

National Minority Supplier Development Council

- ✓ "How to Certify as a Minority-Owned Business" <https://nmsdc.org/mbes/mbe-certification/>
- ✓ Complete the online application in its entirety. You'll have as long as you need to complete the application and can save each section as you go.
- ✓ The application fee must be paid online via credit card. Upload the required documentation via the online certification/recertification application and hit "submit" upon completion.
- ✓ The application will go through a desk audit to ensure it's accurate. Then, all documentation is uploaded and completed, and references are contacted.
- ✓ A-site visit will be performed by an NMSDC Certification Specialist.
- ✓ The Certification Compliance Committee (CCC) will review the application, supporting documents and site visit. They will make a recommendation to the Board of Directors.
- ✓ The Board of Directors will make the final approval.

RESOURCES

AbilityOne Program (<http://www.abilityone.gov>)

- ✓ The AbilityOne® Program is a federal initiative and the largest source of employment for people who are blind or have severe disabilities. Through a national network of more than 550 nonprofit agencies, the program provides the federal government with products and services at fair market prices. The AbilityOne Program employs nearly 45,000 people who are blind or have severe disabilities and approximately 3,000 veterans, including wounded warriors. Provides SKIL CRAFT® and other AbilityOne products.
- ✓ **Phone: (800) 995-5963**
Email: info@abilityone.gov
- ✓ **For information on becoming an AbilityOne distributor,**
Contact: Mr. Micheal Jurkowski, Business Management Specialist
Phone: (703) 603-2117
Email: mjurkowski@abilityone.gov

Angel Capital Association (<https://www.angelcapitalassociation.org>)

- ✓ Angels and entrepreneurs need each other. Although ACA is not a source of capital itself, it is the source of critical information and data that aligns the needs of angels, entrepreneurs, and the startup support community.

Billion Dollar Roundtable (<https://www.billiondollarroundtable.org>)

- ✓ The Billion Dollar Roundtable (BDR) was created in 2001 to recognize and celebrate corporations that spent at least \$1 billion on minority and woman-owned suppliers. The BDR promotes and shares best practices in supply chain diversity excellence through the production of white papers. In discussions, the members review common issues, opportunities, and strategies. The BDR encourages corporate entities to continue growing their supplier diversity programs by increasing commitment and spending levels each year. The BDR inducts new members bi-annually.



- ✓ Website includes:
 - » Communications center with speakers bureau, blog, and newsletter
 - » BDR bookcase containing articles, white papers, and contracting resources
 - » Policy Center offering business research, HBCU initiatives, policy papers, and business research
 - » Healthcare suppliers
 - » W/MBE partners, veterans, LGBT and disabled partners
 - » BDR Triad Initiative

- ✓ **Contact:**
Ms. Sharon Patterson, President and CEO
61 St. Joseph Street, Mobile, Alabama 36602
Phone: (773) 770-8725

Buy From a Black Woman (www.buyfromablackwoman.org)

- ✓ A registered tax-exempt nonprofit 501(c)(3) organization, Buy from A Black Woman ensures that Black women have the necessary tools and resources to be successful. Providing educational programs, an online directory, and funding, the organization continues to grow as a trusted resource that helps Black women in business.

- ✓ **Contact:**
848 Oglethorpe Ave, SW #10873, Atlanta, GA 30310
Email: info@buyfromablackwoman.org

- ✓ Website includes:
 - » Schedule of online events providing information on various aspects of business operations
 - » YouTube channel containing videos on various aspects of business operations
 - » Planning and analysis worksheets for business owners
 - » Searchable online directory of businesses operated by Black women
 - » Links to Buy from A Black Woman TV on Instagram

National Black Chamber of Commerce (<http://www.nationalbcc.org>)

- ✓ The National Black Chamber of Commerce® is dedicated to economically empowering and sustaining African American communities through entrepreneurship and capitalist activity within the United States and throughout the Black Diaspora.
- ✓ Diversity Recruiting Center, a job opportunities database
 - » BDR Triad Initiative (<https://diversityrecruitingcenter.com/>)

National Minority Supplier Development Council (NMSDC) (<http://www.nmsdc.org>)

- ✓ The National Minority Supplier Development Council is comprised of 23 Regional Councils, 12,000 minority businesses, and over 400 national corporate members, including most of America's largest publicly-owned, privately-owned, and foreign-owned companies, as well as universities, hospitals, and other buying institutions. The National Minority Supplier Development Council advances business opportunities for certified minority business enterprises and connects them to corporate members.



- ✓ Website includes:
 - » NMSDC annual reports
 - » MBE Certification information
 - » MBE E-Marketplace
 - » “Advancing Black Entrepreneurs” video sessions by Chase for Business
 - » Check-Mate certified-MBE supplier database
 - » Events calendar
 - » Media: newsletter, videos, articles
 - » Regional affiliate listings
 - » Programs:
 - Enterprise Learning
 - Global Link International Program
 - Corporate Plus Program
 - Growth Initiative (access to equity capital from institutional investors)
 - CPO (Chief Procurement Officer) Summit

- ✓ **Contact:**
Ms. Adrienne Trimble, President and CEO
1359 Broadway, 10th Floor, Suite 1000, New York, New York 10018
Phone: (212) 944-2430

U.S. Small Business Administration (<http://www.sba.gov>)

- ✓ Website includes:
 - » Access to capital
 - » Community Navigator program offering grants of \$1MM-\$5MM
 - » Online learning center with special courses for women, veterans, and small businesses in underserved American cities (Community Navigators)
 - » “Starting a Business”
 - » Federal contracting assistance
 - » Export and trade assistance
 - » List of resource partners:
 - Veterans Business Outreach
 - SCORE Business Mentors
 - Women’s Business Centers
 - Small Business Development Centers (SBDCs)
 - » Links to System for Awards Management (SAM.gov)

Urban Chamber of Commerce (<http://www.urbanchamber.org>)

- ✓ Membership is open to entrepreneurs across the nation



- Website includes:
 - » Urban Chamber of Commerce Business Development Center (business incubator)
 - » Calendar of Urban Chamber of Commerce events
 - » Regional business directory
- Programs:
 - » Annual Business Pitch competition and workshop
 - » Capital Connections: Access to Capital Event
 - » Contract Connections
 - » Partnership with Nevada Grow program
 - » Information Technology Roundtable
 - » Resources:
 - Job listings
 - Digital library (business videos)
 - Business resource listing
 - Profit Chamber business solutions
- Contact:**
Mr. Kenneth Evans, President
1951 Stella Lake Street, Suite 26, Las Vegas, Nevada 89106
Phone: (702) 648-6222
Email: info@urbanchamber.org

Western Regional Minority Supplier Development Council (<https://wrmsdc.org>)

- Western Regional Minority Supplier Development Council (WRMSDC) is one of 23 affiliates of the National Minority Supplier Development Council (NMSDC), a nonprofit corporate membership organization that advances business opportunities for its certified African American, Asian Indian, Asian American/Asian Pacific Islander, Latino and Afro-Brazilian, Native American, and Native Hawaiian business enterprises and connects them to its corporate members. One of the country's leading corporate membership organizations, NMSDC was chartered in 1972 to provide increased procurement and business opportunities for minority businesses of all sizes.
- WRMSDC provides minority businesses with access to:
 - » Buyers, bids, and contracts
 - » Business events (expos, seminars, matchmakers)
 - » Education and training
 - » Nationally-recognized ethnic minority business certification
- Corporate members have access to:
 - » Certified minority suppliers in diverse industries
 - » Supplier referrals
 - » RFP & contract distribution outlets
 - » Business events & private VIP events
 - » Supplier diversity program development



- ✓ WRMSDC administers NMSDC's certification in Northern California, Nevada, and Hawaii. Certification offers minority suppliers the opportunity to connect face-to-face with many of America's largest publicly-owned, privately-owned, and foreign-owned companies, as well as universities, hospitals, and other buying institutions.
- ✓ Criteria:
 - » Must be a U.S. citizen.
 - » Must be at least 51% ethnic minority-owned.
 - » Must be managed and controlled by individual(s) belonging to the following groups: African-American/Black; Hispanic/Latino-American; Native American; Asian-Pacific American; and Asian-Indian American.
 - » Must be physically located and headquartered in the U.S. or its trusted territories – if your business is NOT located in Northern California, Nevada, or Hawaii, or refer to NMSDC, it will not be considered.
 - » Must be for-profit businesses.
- ✓ NMSDC Certification is a national certification and is good anywhere in the country, but MBE companies that are already certified in another region may want to take advantage of their unique offerings and partnerships.
- ✓ If you are already certified with another regional council and want to participate directly with WRMSDC by subscribing to their services, just fill out the application form and pay. WRMSDC will take care of the rest!
- ✓ Website includes:
 - » Meetings and events calendar
 - » Virtual events videos
 - » Educational meetings, training and events
- ✓ Programs:
 - » Business Growth Acceleration Program (BGAP)
 - » Lead, Educate, Advocate and Develop (LEAD)
 - » Cyber security auditing and consulting
- ✓ **Contact:**
ATTN: Admin
80 Swan Way #245, Oakland, California 94621
Phone: (510) 686-2555
Email: admin@wrmsdc.org

CCWC MENTORS

On-Demand Learning for CCWC Mentorsnt Counsel

- ✓ "What You Need to Know About Advising Startup Companies from Foundation to Exit"
<https://www.lawline.com/course/what-you-need-to-know-about-advising-startup-companies-fromfoundation-to-exit>
- ✓ "Lawyers Toolkit for Advising New Businesses"
<https://www.lawline.com/course/a-lawyers-toolkit-for-advising-new-businesses>
- ✓ "20 Practice Tips to Wow Your Small Business Clients"
<https://www.lawline.com/course/20-practice-tips-t>