



# Technical Assistance Changes the Game for Small Business Owners



## What is a Micro-Business?

Micro-businesses (a business that operates on a very small scale) comprise almost 90% of the nation's businesses and represent an even higher proportion of businesses in low-wealth communities. (Dun & Bradstreet Data)

## Micro-Businesses Impact Communities

Micro-businesses in underserved communities grow and hire when they have access to resources. Employment from micro-businesses in low-wealth communities alone could grow by well over 10% with assistance and technical support.



## Technical Assistance Helps Provide a Competitive Edge

Technical Assistance helps minority and micro-business owners gain a competitive edge by addressing both their personal financial challenges and their business needs.

## Technical Assistance Program Offerings

Carolina Community Impact provides business and personal credit reviews, a critique of business plans, and assistance with business financial statements to help small and micro-business owners succeed and thrive.



## Who is Eligible to Participate?

Current Carolina Community Impact borrowers as well as potential borrowers who might need assistance with business planning, financial management, and credit counseling will have access to workshops, online resources, and one-on-one credit counseling.

Carolina Community Impact, Inc. (CCI) is a nonprofit CDFI organization that provides access to credit building and asset building techniques for individuals and small businesses. Our mission is to promote economic and community development by providing financial programs and services for low- and moderate-income clients.

For More Information:  
[carolinacommunityimpact.org](http://carolinacommunityimpact.org)

