

Through relationships with local and national service and training partners, SBRC offers competitive access to capital with numerous banking institutions and funding partners.

SBRC partners include:



Among many financial resource partners, SBRC also provides access to capital through the **New Haven Equitable Entrepreneurial Ecosystem (NHE3)**. With a focus on funding BIPOC and women-owned businesses, **NHE3** intentionally provides simple, easy, and straightforward grants.



Charming small bakery serving delicious sourdough breads and pastries.
William Frisch - East Rock Breads

New Haven's first fully plant-based ice cream and dessert shop.
Lorivie Alicea & Reinaldo Sánchez - Vía Láctea



SMALL BUSINESS RESOURCE CENTER CITY OF NEW HAVEN

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SMALL BUSINESS RESOURCE CENTER

CITY OF NEW HAVEN

Resources To Launch, Grow, & Scale Your Business.

The City of New Haven's **Small Business Resource Center (SBRC)** is an **entrepreneurial support organization (ESO)** helping **businesses** acquire funding to **start, grow, & scale**. The SBRC provides access to **capital**, connections with **resource providers**, **innovative tools**, and **programs & assistance** for all small businesses.

New and Early-Stage Businesses

The DNA of an Entrepreneur is a comprehensive curriculum-based program supporting all businesses with essential business fundamentals.






Topics include:

- Business Plan Development
- Establishing a Legal Presence
- Effective Market Entry Strategies
- Social Media & Marketing
- Funding Your Business

Established Businesses

Leverage one-on-one technical support consultations to address specific challenges encountered by businesses operating for at least one (1) year.

Topics include:

 Benchmarking & Competitors	 Customer Information Collections	 Scaling Your Business
 Business Credit	 Access to Capital	 Advanced Marketing Strategies

Supplier Diversity and Procurement

SBRC provides tools to compete and win procurement opportunities.

Customized support includes:

- Assessing current qualifications
- Learning procurement requirements
- Developing a procurement qualification plan



Providing a 'Unique' way of doing business!

Angie Garcia - Unique Auto Sales

Find joy & gratitude in life's everyday moments with BLOOM, a multi-concept hub rooted in COMMUNITY & CULTURE through COMMERCE. Featuring flower & gift shops, café, & event spaces.

Alisha Crutchfield - BLOOM



Goldman Sachs 10,000 Small Businesses - Strategies to Accelerate Revenue Growth prepares growth-oriented entrepreneurs for scaling their businesses.



Topics include:

- Employee Management
- Financial Statements
- Marketing
- Negotiations

Goldman Sachs 10,000 Small Business Eligibility:

- Operating for at **least two years**
- Revenues of \$75,000+** in most recent fiscal year
- Minimum of **two employees** (including owner)



Artisan Bread and Pastries
Malby Rojas - Malby Artisan Bread and Pastries

Local art & handmade gifts.
Katya Vetrov - Inkberry Art Shop



New Haven's go-to place for BBQ. Specializing in smoked meats - ribs & brisket & delicious side dishes - mac & cheese, greens, & many more.

Ricky Evans - Ricky D's Rib Shack

Supporting Entrepreneurs At Every Business Stage