

Technical Assistance for Small Business Borrowers

Client: NewBoCo, a start-up accelerator based in Cedar Rapids, Iowa

Project: Kiva Leadership Program

GGF Consulting's Role: Provide tailored group coaching, one-to-one executive mentorship, and essential entrepreneurship resources to underserved small business owners with microloans from Kiva Iowa

Funder: The Ewing Marion Kauffman Foundation

We sat down with Kiva Iowa's Capital Access Manager, Kaitlin Byers, to hear about her experience with GGF.

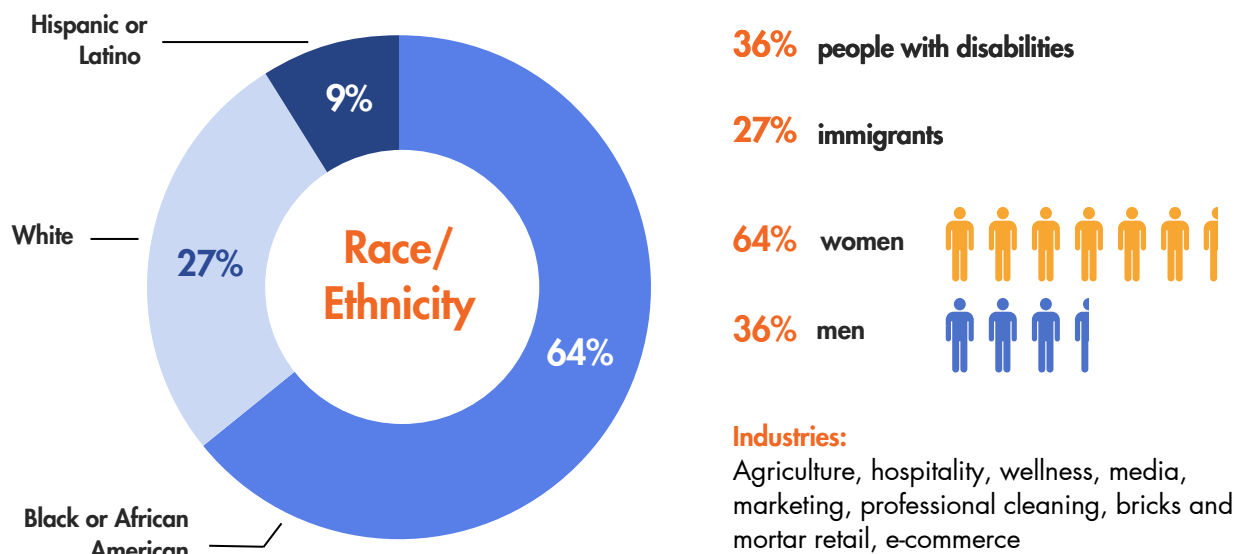
The Challenge

What are your pain points in supporting Kiva borrowers?

"There seems to be a plethora of business training and business modeling courses, but we needed a partner to provide education, support, and intentionality in order to get behind some of the root issues that inhibit business success and help grow confident and sound leaders. The Global Good Fund is filling this need."

Who are the entrepreneurs?

The business owners represent diverse industries, geographic settings across the state, and individual demographics. The common thread is that all had been underestimated and underserved by the startup ecosystem in Iowa.



The Solution

“As entrepreneurs, we naturally try to overcome any obstacle that comes our way on our own. While this conquering spirit is part of what makes entrepreneurs great, it can also be a fault. As businesses grow, leadership is even more critical.”

What resources do participants receive?

- GGF’s proprietary 360 MIRROR leadership assessment
- Guided development of a personalized plan
- 9 hours of group coaching
- 6 hours of personalized business mentoring to address the specific needs of a business owner

“This partnership has worked wonders for our business owners.”

What do they work on?

Borrowers were paired with coaches and mentors with relevant field experience, and they worked on the following skills, among others:

- “Getting clear on priorities and setting goals”
- “Learning how to prevent running out of steam”
- Cashflow, overall financial literacy, and how to pay oneself
- Business plan creation
- Pricing goods and services



The Results

Why is GGF the right technical assistance partner to address these challenges?

"GGF provides consistent mentorship and other resources as needed, conducted with care and insight, not just checking off an hour of their time and onto the next business.

Business owners in Iowa are sometimes on an island when it comes to accessing a diverse mentor pool with experience on a more national or global scale. The access GGF provides has boosted the entrepreneurs' confidence and bolstered their determination to move forward, expand, and possibly even serve a more national or global audience in the future."

What have participants said they value about the program?

"The program helped me to a much bigger and better place in my business than I would have been."

"It's just a great thing to be able to see progress happening."

"I was paired with the perfect person to work with."

"My mentor helped me pump the breaks, put together a plan, and be super intentional."



How does partnering with GGF on this program help address issues related to underrepresentation in the entrepreneurial ecosystem?

"Our goal is to build wealth and opportunities in underrepresented populations. This partnership is creating shared prosperity, and it helps us develop a more robust, systemic, and coordinated support system for entrepreneurs in our region."

To discuss how The Global Good Fund can co-create a program tailored to the small businesses in your community, please contact Consulting@GlobalGoodFund.org.