

WWBIC Entrepreneurship Programs

BLACK BUSINESS BOOST



Black Business Boost

*Training and Lending Program
to Strengthen and Expand
Black Business Ventures*

Aiming to narrow the racial wealth gap, the Black Business Boost Program encourages black entrepreneurs to position their businesses as a pathway to building generational wealth. Black Business Boost is open to start-up and existing businesses, and takes participants on a sequenced journey through four building blocks that remove the traditional barriers in accessing capital.

WWBIC, in collaboration with the Housing Authority of the City of Milwaukee (HACM), administer Black Business Boost programming. PNC Bank is a foundational partner.



Credit Recovery & Support

Black Business Boost understands the important role that credit plays in the wealth gap that has hindered black businesses. To eradicate this barrier, our program provides scholarships for program participants to recover and optimize their credit through one-on-one credit coaching with credit recovery experts to improve credit scores and financial wellness.

Technical Assistance & Training

Black Business Boost provides clients with business technical assistance. This assistance is available in the form of business training, one-on-one business coaching, and group training events. Scholarships are available for WWBIC's at-cost trainings, and all participants will have access to technical assistance services provided by WWBIC.

Acceleration & Incubation

Understanding the importance of black businesses to be able to make strategic connections, plan and grow in a professional setting, Black Business Boost provides scholarships for businesses to participate in Acceleration & Incubation programs that support ideation and growth for early stage and developing companies. Some options include (but are not limited to): Well-space MKE and Upstart Kitchen coworking spaces; accelerators such as Scale-up's SPARC, and RISE offered by the African American Chamber of Commerce.

Equity & Loan Support

Black Business Boost recognizes that one of the biggest challenges that black entrepreneurs face is finding the money they need. As a Community Development Financial Institution (CDFI), WWBIC provides fair and responsible lending to communities that mainstream finance doesn't traditionally reach. Black Business Boost participants ready for capital are encouraged to apply. Lending clients are paired with a small business consultant to support them throughout the life of the loan.

Questions? Contact:

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Black Business Boost
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Go to

bit.ly/blackbusinessboost

for more details



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WWBIC Presents the

BUILDING BLACK GENERATIONAL WEALTH SERIES

The right business ecosystems can support and reduce the effects of structural obstacles to business building for black entrepreneurs. This series breaks down the four pillars of WWBIC's Black Business Boost program and how it is a unique program that has created an ecosystem to help build black generational wealth for local entrepreneurs. All sessions are in person, take place from 8:30-11:00 am, and include a hot breakfast. NO FEE

Schlitz Park Auditorium
1555 RiverCenter Dr., Milwaukee



Questions? Contact:

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JANUARY 23rd

Building Generational Wealth through Credit Optimization

How your credit helps finance your business

This session details how important credit is for black entrepreneurs and how WWBIC's Black Business Boost Program helps to support recovery services.

Business Goal: Funding preparation via credit recovery

JULY 17th

Building Generational Entrepreneurial Knowledge

How are other people getting business information that I don't have?

Black entrepreneurs tend to make decisions in the business-ideation stage that are likely to keep their businesses small. This session discusses how WWBIC's Black Business Boost program addresses the issue of access to quality training resources and support to enhance business growth.

Business Goal: Develop a start-up business plan or accelerate your existing business

APRIL 17th

Building Generational Wealth with Business Financing

How to access money right now for your business

Throughout the business-building process, black business owners often face economic barriers. This session discusses how WWBIC's Black Business Boost Program helps Black businesses access the money they need to sustain and grow their businesses.

Business Goal: Business funding with financial support (equity injection)

OCTOBER 16th

Building Generational Infrastructure for Black Entrepreneurs

Why is it important to test your business in the market before leasing or buying a building?

Testing your business idea is key to see if it is a viable business model. Launching without careful consideration and planning could be a waste of critical resources if it fails.

Business Goal: Move your home-based business to a professional space such as co-working or incubation

Register now online at wwbic.com/trainings