

NXT | CLT

Impact Update



Presented by:
Eric Lewis

April 4, 2022



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ABOUT NXT | CLT

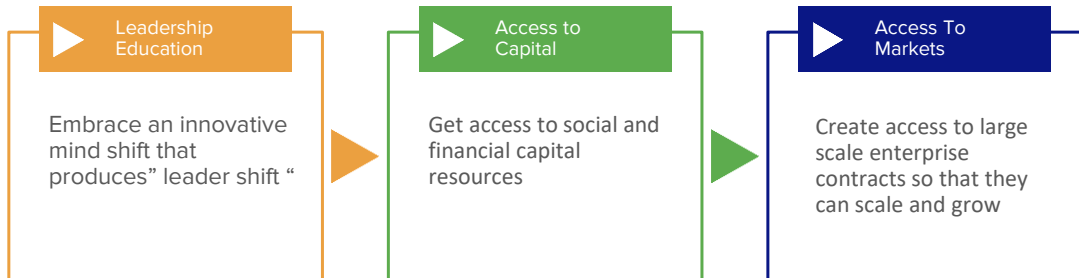
Our Mission: Creating The Next Generation Of Charlotte's Most Successful Businesses Owned By Untapped Talented Black, Indigenous, People Of Color (BIPOC)

- NXT | CLT aims to create a robust pathway of success for untapped talented high performing businesses owned by Black, Indigenous, People Of Color.
- We are forging a real, accessible, and highly effective movement towards driving growth for high potential small and emerging BIPOC businesses.
- Our goal is to increase the number of BIPOC businesses while creating an ecosystem of effective wrap around support for many more.



WHO WE ARE

NXT | CLT provides opportunities for “The Next Generation of Charlotte's most successful businesses owned by untapped talented Black, Indigenous, People of Color (BIPOC)” to:



WHO WE SERVE

- **Businesses Owned By Untapped Talented Black, Indigenous, People Of Color (BIPOC) who have:**
 - 51% or greater ownership of the business
 - \$250,000+ in annual revenues
 - One other employee beside the business owner(s)
 - Been in business for at least 3+ years
 - Headquarters in Charlotte Metrolina



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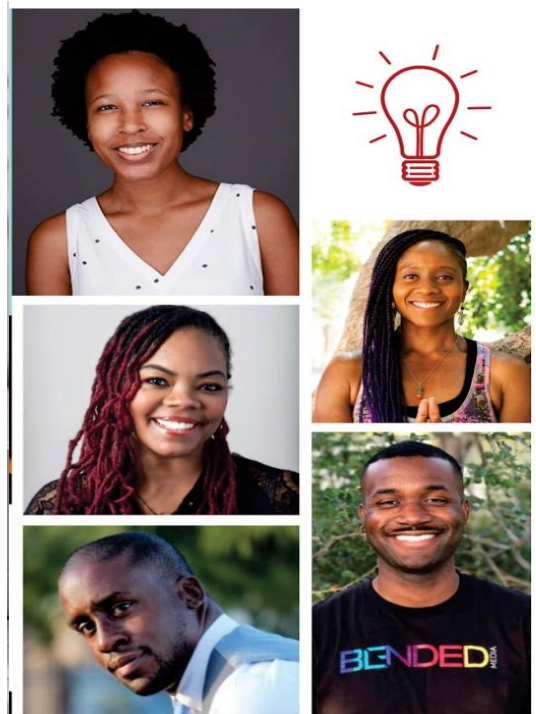
WHY WE ARE HERE

Out of a passion for equitable distribution of capital, providing supportive services for BIPOC entrepreneurs, community building, creating family legacy businesses, and growing generational wealth

- 1 Unapologetically tackle structured inequality
 - o Change the Narrative
- 2 There are Critical Ecosystem Gaps in Supporting Entrepreneurs of Color
 - o NXT | CLT - Provides the wraparound support/care BIPOC businesses need to grow and scale their businesses faster, create jobs and strengthen our local economy
 - o Create an atmosphere that utilizes the untapped talents of the BIPOC entrepreneurial community and culture that contributes over \$1,2 trillion to the economy and creates over 8 million jobs



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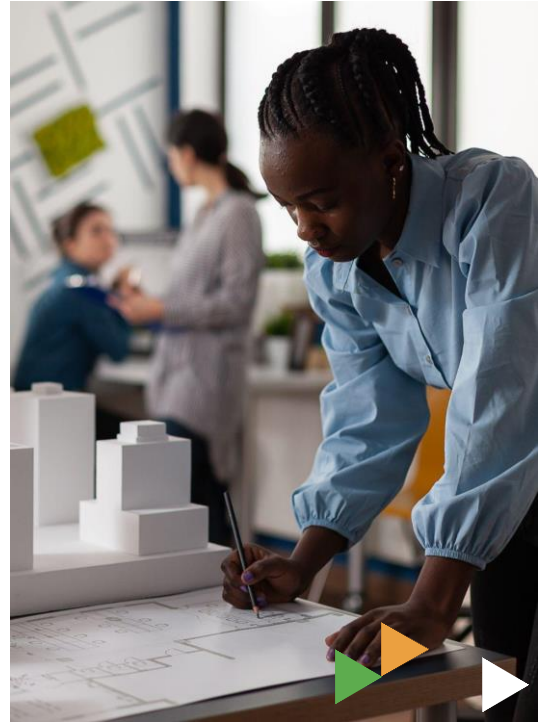


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WHAT SETS US APART

While the City of Charlotte has numerous programs in place to help small businesses, what sets **NXTICLT** apart from other small business initiatives is that it is customized specifically for each entrepreneur. We also provide:

- 1 Powerful combination of Cohort (leadership training), social and financial capital and connections (access to markets) to help accelerate sustainable growth.
- 2 Mentorship care with proven leaders in our community
- 3 Concierge care and approach to being hands-on with each company to ensure they get to their NeXT level of success.
- 4 Continuous relationship connectivity for BIPOC entrepreneurs to connect with each other and help each other thrive, grow, and scale.
- 5 \$15,000 grant to full participants to help grow their business and get connected to valuable networks.



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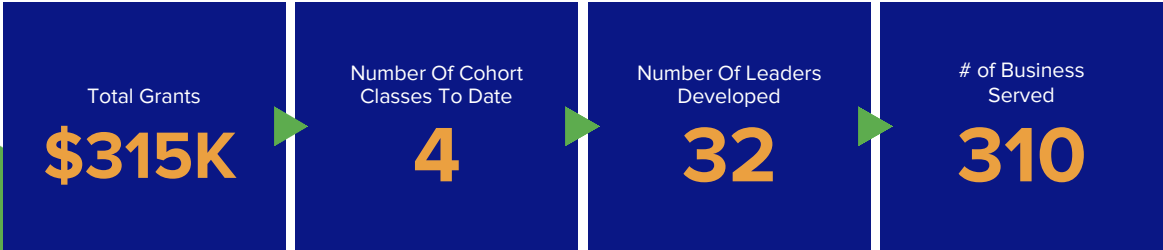
NXTICLT ▶

OUR IMPACT

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IMPACT



How Do We Achieve Impact

NXT | CLT Cohort Experience – 18 months

Phase 1: Learning & Development

- Guided facilitation in monthly 3-hour learning sessions

Phase 2: Growth & Implementation

- Mentor | Mentee Initiative

Phase 3: Leadership Peer Advisory Groups

- Participation in next level entrepreneur organization

Integrated Assessment/Measurement

- Monthly surveys administered after each learning session



THE YARD DOCTOR'S STORY

The Yard Doctor – Landscaping - theyarddoctor.com

- Bought an office building and equipment storage space
- Gained major contract
- Received access to \$50k in capital after previously being denied.

“ Reclaim a new sense of identify ”

“ Commitment to growth and Success ”

“ Took our most important needs and helped us to accomplish those objectives. ”



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BRANDON'S STORY

Brandon Gynecology Associates - Health care brandongynecology.com

- Mindset change - began thinking like an entrepreneur for the growth of the business rather than a physician.
- Based on mentorship
 - Renegotiated insurance contracts to improve cost of doing business
 - Hired a nurse practitioner
 - Hired a practice consulting firm with a focus on independent, physician owned practices
- Received payment increases between 6-9% from major client

“ NXTICLT’s organized approach educated me regarding basic business principles and tools such as GAP Analysis, SWOT, business canvassing tools to assess where the practice was and where it should be headed. ”



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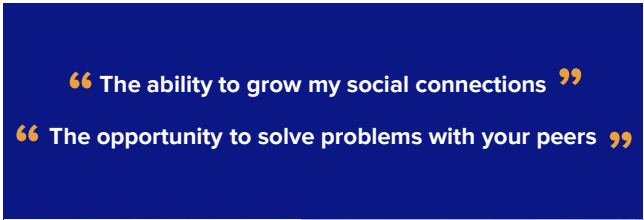


RENZCO's STORY

Renz Collaborative Architecture is a design practice that focuses on places of healing, entertainment, and community. Headquartered in the greater Charlotte Contact: renzco.com | Architecture@RenzCo.com | 704.704.9707

Client Acquisition

- Atrium Health (CLT)
- Bank of America Stadium (CLT)
- Johnson C. Smith University (CLT)
- Keurig Dr. Pepper (Tennessee)
- Mecklenburg County ABC Board (CLT)
- Swire Coca Cola (Taiwan)
- Takeda Pharmaceutical (Italy)
- University of Maryland (Baltimore)
- University of Nairobi (Kenya)
- Wayfair (Michigan)



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Miles's Story

Miles Enterprise Solutions milesenterprisesolutions.com

Received \$200K in Investment to drive business growth

- Increase in business clients (3 new enterprise/government clients)
- Revenue increased 74% over this same time period last year
- Added 3 new team members (1 FTE/2 PTEs)



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THANK YOU

**If You Share Our Dream And
Vision, Please Contact**

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