



What graduates are saying about ICE



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Unlike typical business school programs that focus on case studies of large corporations, in the ICE program each entrepreneur uses his/her own company as the case study and develops a strategic growth plan.”

—Colette Phillips, President, Colette Phillips Communications

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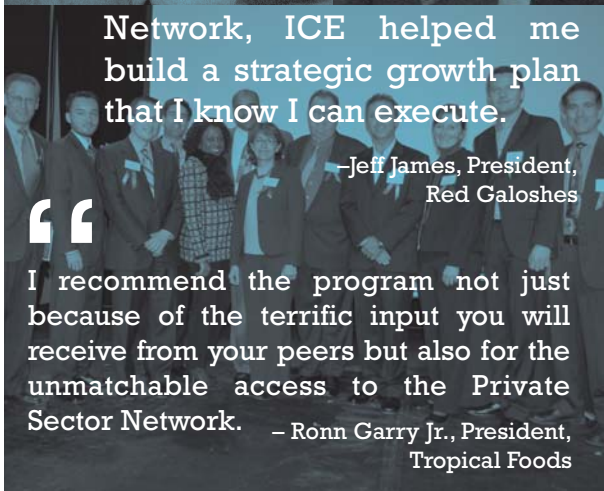
Through coursework, peer-to-peer interactions, and access to the ICE Private Sector Network, ICE helped me build a strategic growth plan that I know I can execute.

—Jeff James, President, Red Galoshes

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I recommend the program not just because of the terrific input you will receive from your peers but also for the unmatched access to the Private Sector Network.

—Ronny Garry Jr., President, Tropical Foods



What does an ICE Entrepreneur look like?

Typical ICE entrepreneurs are multi-faceted entrepreneurs who have their hands tied in many aspects of their business. ICE entrepreneurs strive to improve their strengths in:

- Finance
- Marketing and sales
- Operations
- Strategy

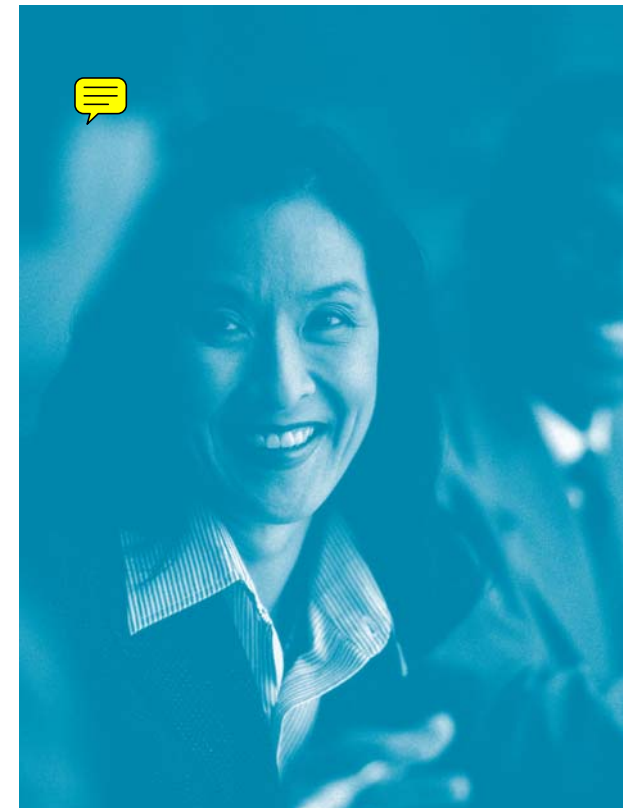
...and they work towards developing a better understanding of their companies' strategic goals and the objectives needed to reach them.

ICE companies cover a wide range of business-types with annual revenues between \$250,000 and \$10,000,000. Past participants have included:

- Hispanic market real-estate, mortgage, and insurance services firm
- IT service providers
- multicultural PR/marketing communications firm
- clinical drug trial management firm
- general contractors
- Spanish and Polish language newspaper
- auto collision repair company
- event planner
- fresh fruit pie manufacturer
- jazz club owner
- and many more...

Contact:

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Grow your business
Increase your profitability
Build your network

Massachusetts's "Streetwise MBA"
—The Boston Globe



InnerCity Entrepreneurs
Diversity • Community • Growth

An award-winning small business development program

Would you...

Like dedicated time to develop your business strategy, become more profitable, and scale your business?

Value a forum of peers and business experts where you can discuss operational issues?

Like to develop a strategic growth plan that you are consistently held accountable to act on and implement?

If you answer yes to the questions above, take a minute to learn how InnerCity Entrepreneurs will help you take your business to the next level!



Quick Look:

ICE Offers:

- 14 classes (2 classes per month)
- 6 peer-to-peer Sessions
- 2 business seminars
- 2 professional networking events
- Access to a wide network of ICE entrepreneurs and business professionals
- 3 year strategic growth planning and implementation

ICE Costs:

- | | |
|----------------------------------|----------|
| • Cost to you: | \$1,500 |
| • ICE Investment in you: | \$3,500 |
| • Estimated market value to you: | \$20,000 |

What you can expect from ICE

ICE is an award winning small business development program designed to help take your business to the next level! ICE will help you grow your business through the following 4 components:

1. Peer-to-Peer

Get feedback on the important day-to-day business issues and ways to grow your business from peers who you know and trust in our 6 professionally facilitated peer-to-peer sessions.

2. Your business is the focus of the ICE Case Study approach

Participate in 14 bi-monthly learning sessions which allow you to “learn by doing” and then reflect on how well your changes impact your business’s performance.

3. ICE Private Sector Network

Instantly grow your professional rolodex by connecting with lawyers, CPAs, bankers, angel investors, HR, and other experts, who provide the following volunteer services to you:

- Consult with you and answer your questions
- Analyze your business and discuss growth opportunities
- Serve as business seminar panelists
- Serve as your one-on-one coach

4. ICE Membership Network

Become instantly connected with an exclusive network of ICE-member businesses. Develop key business contacts and develop referral sources.



How to apply:

You can find your application for the ICE program online:
www.innercityentrepreneurs.org

For more information, call:
Boston Office: (617) 492-2304
Worcester Office: (508) 756-7770

Key Facts:

- Generated **\$34.7 million** in sales in 2006
- Secured **\$6 million** in new financing
- Achieved an average **40% increase** in sales per business in 2006 compared with 2005
- Created a total of **98 new jobs**
- **56%** of new employees were local hires
- Average annual salary of new full time jobs was **\$41,500**