



Delivering Technical Assistance to Small Businesses +



 Kendra Ott | June 9, 2014

Lead Sponsor



About PCV's BusinessAdvising.org

■ Pacific Community Ventures:

- PCV is a 16 year old CDFI that creates economic opportunity in low income communities. We achieve our mission through impact investing, entrepreneurship and thought leadership.

■ Business Advising Program:

- Over the past five years alone, PCV has worked with nearly 1,000 companies, supported 10,000 jobs and created over 1,000 net new jobs; two-thirds of these workers are residents of California's lower-income communities.

■ BusinessAdvising.org:

- Launched pilot in February 2013 to take California program national. We facilitated over 350 matches in 11 states in 2013

Why BusinessAdvising.org?

■ PCV's Response to:

- Increased demand from existing local partners already 'outsourcing' their TA to PCV
- Increased accessibility to online resources by underserved entrepreneurs
- Movement of corporate employee engagement programs toward 'skills-based' volunteerism
- Lack of availability of a gold standard small business advising/ mentoring program

What is BusinessAdvising.org?

- PCV vetted a number of online matching technologies, and decided on a venture-backed start-up technology firm working on workplace mentorship
- PCV tailored technology platform to suit our two audiences
- PCV ran a year-long pilot
- New product launched based on feedback from pilot participants

What's next for BusinessAdvising.org?

- Goal in 2014 is to prove that PCV can cover some of its growth and operational costs by charging a nominal fee for a match
- Long-term, BusinessAdvising.org will be a driving force in improving our economy across the country. We will achieve this by becoming the go-to resource for small business owners seeking help to grow their small business and business professionals/corporations looking for meaningful, quantifiable skills-based volunteering opportunities that have lasting impact.

Our new site: www.BusinessAdvising.org



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**SMALL BUSINESS
FINANCE FORUM** 

Goal: Impact!

The screenshot displays the Business Advising.org website. At the top left is the logo "BUSINESS ADVISING.ORG". The navigation menu includes "HOME", "GET STARTED", "IMPACT", "NEWS & BLOG", "ABOUT US", "SIGN IN", and "CONTACT US". Below the navigation are three case study cards: "Triple BK Landscaping" (featuring a man in a jacket), "Lila B. Design" (featuring a woman's portrait), and "CORE Foods" (featuring a person with food products). A red button below the cards says "See All of Our Case Studies". The lower half of the page is a green section titled "Our Impact" with the text: "By investing resources in small businesses across the country, PCV is having an impact on underserved communities and their residents." Below this are four metrics: "256 Companies Served" (with a bar chart icon), "3,332 Employees Served" (with a group of people icon), "4,500 Annual Volunteer Hours" (with a globe icon), and "\$68 million Paid to Lower-income Workers" (with a stack of coins icon). A small "Up" arrow icon is in the bottom right corner of the green section.

Septe...2013

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Custom back-end matching platform:

BUSINESSADVISING.ORG kott@businessadvising.org ▾

237	12	0	6	0	27	1	2	95	75	19
<i>Total</i>	<i>Onboard Started</i>	<i>Onboard Complete</i>	<i>Interview Scheduled</i>	<i>Interview Complete</i>	<i>Ready for Match</i>	<i>Match in Progress</i>	<i>Match Proposed</i>	<i>In Partnership</i>	<i>On Hold</i>	<i>Declined</i>

- Notifications
- Entrepreneurs**
- Advisors
- Partnerships
- Match Sessions
- Match Proposals
- Exports

Entrepreneurs

Filter by Group: Showing All ▾

NAME	ORGANIZATION	GROUP	MANAGER	STATUS	CREATED	
Mohamed Mohamed	Velasso			Onboard started (about 3 hours)	Jun 6, 2014	Profile ▾
Graciela Dyangko				Onboard started (about 5 hours)	Jun 6, 2014	Profile ▾
Latricia Wright	Olive Seed	Core	Kendra Ott	Interview scheduled - Jun 19, 2014 10:00 AM (about 16 hours)	Jun 5, 2014	Profile ▾
Corey Call				Onboard started (3 days)	Jun 3, 2014	Profile ▾
Kyle Davidson	Sourced Adventures	Core	Kendra Ott	Match proposed (about 21 hours)	Jun 2, 2014	Profile ▾
Kendra Ott	Kendra's Ice Cream	San Francisco	Kendra Ott	Match in progress (4 days)	Jun 2, 2014	Profile ▾
Shabi Ghaffari			Kendra Ott	Onboard started (15 days)	May 22, 2014	Profile ▾
Morsinah Katimin	sajen	San Francisco	Kendra Ott	Interview scheduled (16 days)	May 21, 2014	Profile ▾
Robert Hodgson	Greenwall Industries, LLC	San Francisco	Kendra Ott	Match proposed (4 days)	May 19, 2014	Profile ▾

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