

# Case Study



## MISSION STATEMENT

*InnerCity Entrepreneurs promotes job creation, wealth generation and community building for existing inner-city small businesses and organizations interested in growth through practice and applied research.*

## CONTACT ICE

InnerCity Entrepreneurs  
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<http://www.innercityentrepreneurs.org>

## BUDGET AND STAFF SIZE

2007/2008 Budget: \$595,000  
Full-Time Staff: 5  
Size of Board: 7

## ESTIMATED PROJECT VALUE:

\$35,000

## InnerCity Entrepreneurs

*A website to support a network of existing urban small business volunteers and financiers*

### THE NEED

InnerCity Entrepreneurs (ICE) generates wealth in urban communities by offering entrepreneurs training and networking opportunities to help grow their existing small businesses. Looking to expand its services to new cities and provide additional resources for current members, ICE asked Common Impact to enhance information and service delivery through its website.

*“Common Impact paired us with an incredibly helpful corporate team from Accenture. The website will provide a fresh new presence online and a strong foundation for our interactive online network. Not only will our current members be able to access more resources, but ICE will be able to reach out to entrepreneurs in other cities.”*

– J. Jean Horstman, CEO

### THE PROPOSED SOLUTION

Common Impact proposed a multi-stage project to build an easily updatable website to improve the navigation experience. In the first stage, ICE teamed with experts from Accenture to create a fresh look and feel for the site and generate a stable platform for additional interactive components to be added in future stages.

### ANTICIPATED RESULTS

With the new website and future interactive features, ICE will attract new entrepreneurs in other cities and provide further resources for its current members. By extending its members' access to business resources as well as to other members, ICE will foster improved business practices for existing small businesses, increasing wealth generation and job growth in inner cities across the country.

