
2012 Chicago Emerging Leaders e200 Initiative

SBA e200@sba.gov

Illinois District Office www.sba.gov/il

Interise www.interise.org



Q: What kinds of businesses enroll in the e200 curriculum?

A: Businesses from many industry sectors may enroll in the initiative. The training benefits manufacturing companies, retail stores, wholesalers, contractors, transportation providers, service businesses, and professional firms. The curriculum is designed to be customized to the entrepreneurs taking the initiative, as the participating businesses are ‘live cases’.

Q: What about Chicago’s e200 class?

A: The U.S. Small Business Administration Illinois District Office has sponsored four Emerging Leaders e200 classes, graduating 60 firms. Entrepreneurs from different sectors of business learned strategies and techniques to help position their firms for immediate strategic growth. The owners meet with subject matter experts and are provided executive entrepreneurship training and business development counsel and technical assistance. 2012 Chicago e200 cosponsors include SCORE Chicago, the Illinois SBDC.

Q: Why is e200 designed for established entrepreneurs and not startups?

A: Many existing training initiatives, technical assistance, and financial resources lean heavily toward helping startup businesses. Existing small businesses have a large impact on employment opportunities in urban neighborhoods, which directly affect local living conditions. E200 was created by Interise to address the needs of existing business in urban areas by focusing on improving the skills of these entrepreneurs, thereby strengthening their established businesses. The **StreetWise Steps™** training is specifically designed to assist established businesses.

Q: What is the timeframe for the SBA Emerging 200 training initiative?

A: The educational initiative, utilizing the Interise curriculum **StreetWise Steps™**, is taught over 7 months. Executives in the Chicago e200 initiative commit their talent and time to the program.

Q: How much time do entrepreneurs need to commit to the initiative?

A: Entrepreneurs are in class for 55 hours of instruction time, divided over 13 class sessions. They will also spend roughly 25 hours in CEO Mentoring Groups. Self paced learning and networking opportunities can take up to 6 hours per session. All the instructional approaches – classes, CEO Mentoring Groups, and self-paced learning are interconnected, of equal importance and **free**.

Q: What does a graduate of the e200 curriculum walk away with?

A: At the conclusion of the initiative, entrepreneurs produce a three-year strategic growth plan with benchmarks and performance targets that help them increase business sales and operations. They project confidence and have the know-how to access necessary support and resources. E200 also provides graduates with access and a network of sources of capital and contracts.