

# ScaleUp America Initiative Transcript

## Introduction



## What is the ScaleUp America Initiative?



The SBA's ScaleUp America Initiative is designed to help small firms with high potential "scale up" and grow their businesses so that they will provide more jobs and have a greater economic impact, both locally and nationally. The SBA has structured this community-focused initiative with local entrepreneurial ecosystems in mind: a key emphasis of the program is building and strengthening entrepreneurial networks within a particular community, so that firms can grow by leveraging and complimenting the existing resources and expertise in their areas.

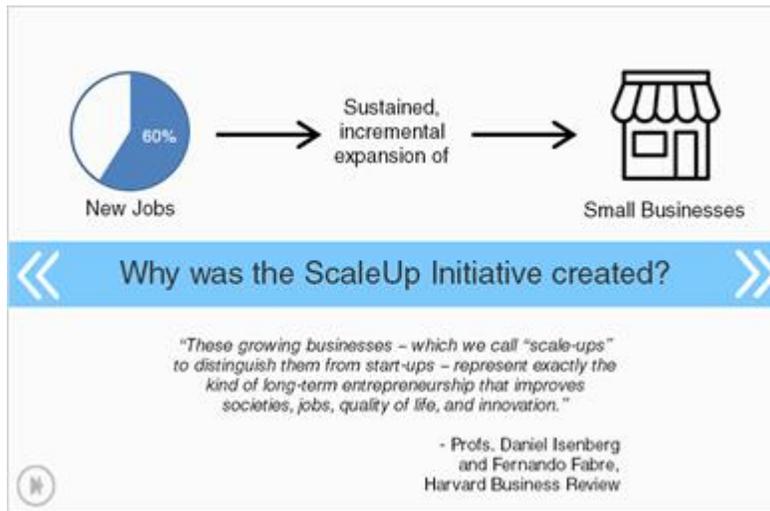
## ***What kinds of support does ScaleUp offer?***



The ScaleUp initiative functions by supporting communities' efforts to deliver cohort-based intensive assistance to established high-potential small businesses and entrepreneurs that are primed for growth beyond the start-up or early stages. The initiative provides funds to organizing entities in local communities to do the following:

- deliver a proven entrepreneurship education curriculum for growth-oriented entrepreneurs and small businesses;
- provide on-going one-on-one support,
- provide mentoring and technical assistance;
- facilitate connections to growth capital; and
- identify opportunities to build and strengthen connections and networks in their community.

## Why was the ScaleUp Initiative created?



While firms of all sizes are important to the American economy, the majority of new jobs (60%) are being created through the sustained, incremental expansion of small businesses across a wide range of industries. In a recent article in the Harvard Business Review, Professors Daniel Isenberg and Fernando Fabre argue that “These growing businesses - which we call “scale-ups” to distinguish them from start-ups - represent exactly the kind of long-term entrepreneurship that improves societies, jobs, quality of life, and innovation.

However, although these “scale-ups” play a critical role in the economy, historically there have been relatively few resources to help promising small business scale-up their operations. And this is especially true for firms led by underserved and underrepresented entrepreneurs. ScaleUp America seeks to fill that gap by providing targeted intensive assistance to established high-potential, growth-oriented small businesses with average annual revenues between \$150,000 and \$500,000.

## How is the ScaleUp Initiative implemented?



ScaleUp is delivered by community partners. These organizing entities take many forms: recent awardees include economic development corporations, Small Business Development Centers and private firms. Note, however, that this solicitation is not a funding opportunity for small businesses seeking direct assistance with their businesses. Each community that receives a ScaleUp America award is responsible for selecting the small business owners who will participate in the Program.

Each community's ScaleUp program proposal should include the four key components:

**Entrepreneurship Education Curriculum:** Delivery of a proven, existing curriculum for growth-oriented entrepreneurs and small businesses, with the curriculum focused on the unique challenges of scaling established businesses, and which allows participants to develop a growth strategy that addresses topics such as, but not limited to process, strategy, financing, marketing, human resources, leadership, contracting and market/product development plans;

**Management Assistance & Support:** On-going one-on-one support, mentoring and technical assistance, such as, but not limited to providing data-driven market research analysis, business strategy development; assistance with increasing sales and identifying strategic partners, etc.;

**Access to Capital:** Assistance and connections to growth capital, such as, but not limited to assisting with loan package preparations, organizing matchmaking events with local lenders and funding streams, facilitating business pitch events to angel and venture funds; and

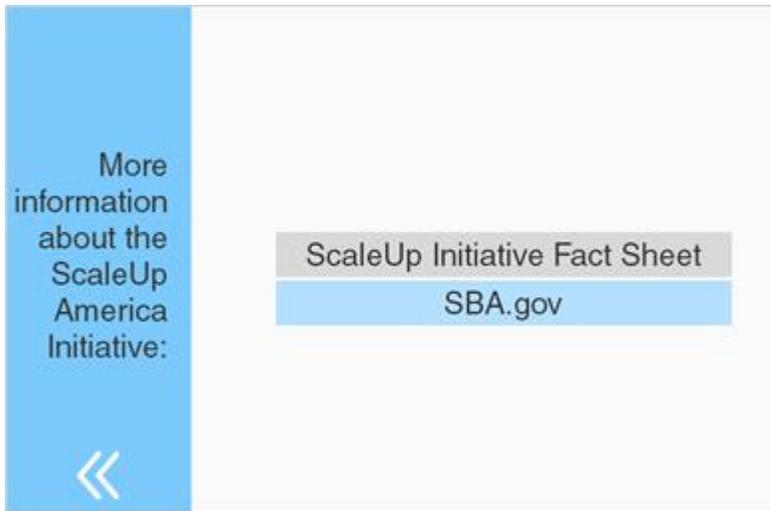
**Connections:** Opportunities to build and strengthen connections and networks, such as, but not limited to instituting CEO roundtables, forming advisory boards, matchmaking events with potential joint venture partners and regional manufacturers/suppliers, local federally funded resource partners, etc.

## Who are the current ScaleUp awardees?



The inaugural class of eight ScaleUp awardees are diverse in terms of geography, setting, organizational form, and the challenges and opportunities they face. Among the group are universities, a startup incubator, and business development centers across the country.

## For more information on the ScaleUp America Initiative



For more information about the ScaleUp American Initiative, check out these other resources on the SBA Partner Training Portal, or visit [SBA.gov](https://www.sba.gov).