

MAIN STREET BUSINESS AT THE NIIC



WBC EmPWR Program

The WBC (Women’s Business Center)

EmPWR Program (Equity & Prosperity for Women Reimagining Their Businesses)

This is a special 12-month initiative that runs through April 30, 2021. The program addresses the needs and opportunities of inclusive business owners post-COVID-19 pandemic. The focus of the program is to support, inspire, and enable women business owners to reimagine their businesses to not only survive COVID-19 but to thrive and prosper.



WEOC Women’s Business Center (WBC)

The WEOC WBC Program

advances women past the challenges of starting or growing their businesses. We spur women entrepreneurs to explore their business ideas, develop their plans, and build their confidence to be successful.

WEOC WBC is an official U.S. Small Business Administration (SBA) Women’s Business Center—one of two in the state of Indiana and strategically located at The NIIC.

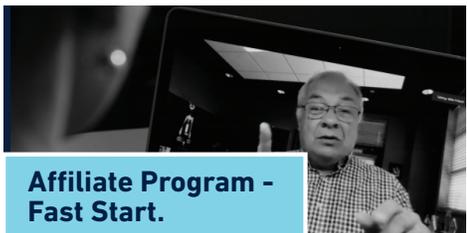


Breakthrough Program

The Breakthrough Program

helps under-represented business builders in Allen County to break through barriers to embrace an entrepreneurial mindset. “You can be an entrepreneur. Yes, you!” Breakthrough Program catalyzes talent among disabled persons, immigrants, rural business builders, formerly incarcerated persons, U.S. veterans and other historically excluded community segments.

The goal is to increase entrepreneurial activity, economic prosperity, and social well-being. The program launched in 2019 through the generous support of the Foellinger Foundation. There is no cost to Trusted Connectors, partners, client entrepreneurs, and program participants. All costs have been generously funded by the Foellinger Foundation Breakthrough grant and The NIIC.



Affiliate Program - Fast Start.

Affiliate Program—Fast Start

Our Affiliate program – Fast Start is designed for entrepreneurs who aren’t ready for launch, or who haven’t committed to their business idea full-time, can receive one-on-one venture advisory services in a customized and supportive entrepreneurial learning environment. Together, we’ll define a series of goals, and a detailed plan for when, and how, they will be achieved to determine the viability of the idea and the likely launch of your business venture.

The fee-based Affiliate Program is available using tele-coaching, or in-person advisory services. Entrepreneurs will have access to online entrepreneurial growth tools, including WKI So What, Who Cares, Why You™, Lean Canvas and The NIIC Navigator® Tool Set to complement the expertise of an assigned entrepreneur-in-residence. Typical duration for program participants is three-to-six months.



NIIC Navigator® Academy

The NIIC Navigator® Academy

provides access to a global community of innovators and entrepreneurs, and resources and tools. Participation in The Academy is no charge through April 2021. The NIIC is waiving the registration and advanced-level Navigator® Academy membership fees (valued at \$97 per month per person) to any company, organization, or micro-entrepreneur residing in Indiana. Sign up at www.niicnavigator.academy

Membership includes access to world-class business podcasts, motivational videos, productivity tools, resources for enhancing your online presence, and a global forum for asking questions and gaining advice.

Take a Virtual Tour of The NIIC

Explore more by snapping a picture of the QR code with your mobile device
OR visit our website: theniic.org/about/business-space/virtual-tour.

