



“Businesses owned by people of color under perform compared to businesses as a whole because of systemic barriers to management education, and markets through contracts and supply chain partnerships with corporations and public sector agencies. money through loans and investments.”

*Michael Verchot, Director
2019 National Conference-*

At-A-Glance

- Ascend Phoenix assists Arizona-based businesses in strengthening their management skills, accessing money, and growing market connections in a tailored approach to maximize their unique opportunities.
- Ascend Phoenix is powered by JPMorgan Chase and in a collaborative effort between the Arizona Hispanic Chamber of Commerce, Phoenix MBDA Business Center, NABEDC, CPLC Prestamos, and our education partners, services provided by Ascend Phoenix will assist in improving management skills, creation of a pipeline in Arizona, access to money, and growing market connections in a tailored approach to maximize the unique opportunities of Arizona-based businesses. The overarching goal is to create multiple pathways to new opportunities, assist with securing additional revenue, and provide enhanced direction to business management.

The Three-M Model

The Three-M Model consists of Management, Market Access, and Money. Provided are definitions and details to each.

- **Market Access.** Ascend Phoenix will expand access to contracting opportunities with public entities (local/federal government) and private organizations using multiple databases, existing relationships, and information provided by local community partners. Additional emphasis will be on the following:
 - Broader Industry Networks & Partnerships
 - Access to Regional/National Supply Chain
 - Local, National, & International Business Opportunities
- **Management.** Provide management support services to ensure accelerated business growth, job creation, and job retention. Services include assistance with preparing and applying for government-specific certifications (ex. DBE, SBE, ACDBE, 8a), assistance with marketing services (i.e. capability statements/capability briefings, etc.), business management & leadership, preparing for procurement/bid opportunities, and other support services in a one-on-one and/or group setting. Additional services include:
 - Business Training & Education
 - Targeted Incubation/Acceleration Resources
 - Human Resource Support
- **Money.** Ascend Phoenix and collaborating partners, including Chase Bank and CPLC Prestamos will provide one- on-one assistance, classes, and web-based training on topics related to money. Information presented will focus on financial literacy, managing personal and business finances, process to obtain

lines of credit and/or business loan (traditional & non traditional). Advanced money related services will include:

- Early Stage Seed Capital
- Patient/Flexible Credit Products
- Equity Investments

Eligibility

The Ascend Phoenix application process is designed to uncover how we can best support the business owner. Eligible businesses must be located in the Phoenix Metro area with revenues of \$500,000 or more and be 51% or more minority, women, veteran/service disabled veteran, disabled individual, or immigrant owned business enterprise which are certified or non-certified. We also require eligible businesses to have a need for one or all of the following from the Three-M Model. Provided are the eligibility requirements:

- Businesses must be housed in the Phoenix Metro area
- Businesses must be 51% or more of the following:
 - Minority Business Enterprise
 - Women Business Enterprise
 - Veteran Owned Small Business
 - Service Disabled Veteran Owned Small Business
 - Disabled (non-vet)
 - Immigrant
- Have a need for one or all of the following from the Three-M Model (definitions provided below):
 - Money
 - Management
 - Markets

Community Partners

Ascend Phoenix is a part of a national network of local ecosystems joining forces to best support the businesses and business owners we serve. Our partners are organizations which provide the resources and market access needed to grow businesses, and spatially, they support the Three-M Model of Ascend: Money – Management – Markets.

Our ecosystem consists of the Chamber programs, including JPMorgan Chase & Co., the Chamber itself, Phoenix MBDA Business Center, NABEDC, and CPLC Prestamos. We also work with leading education leaders and learning institutions.

For information about Ascend Phoenix, please contact Cerila Gailliard at Cerila@AscendPhoenix.com or call (602) 279-1800.