



Inclusive Business Resource Network Report Card

July 1, 2017 – December 31, 2021

Prosper Portland launched the [Inclusive Business Resource Network](#) (IBRN) in 2017, a citywide program that brings multiple services for small businesses into a single network for entrepreneurs. Prosper Portland currently funds 20 non-profit community organizations. Since the program launched, IBRN partners have served almost 3,000 businesses owners over the first five years of the program while prioritizing Black, Indigenous, and People of Color business owners. Below is some data on clients served and impact.



Who is being served

2,917

Total Entrepreneurs Served

68%

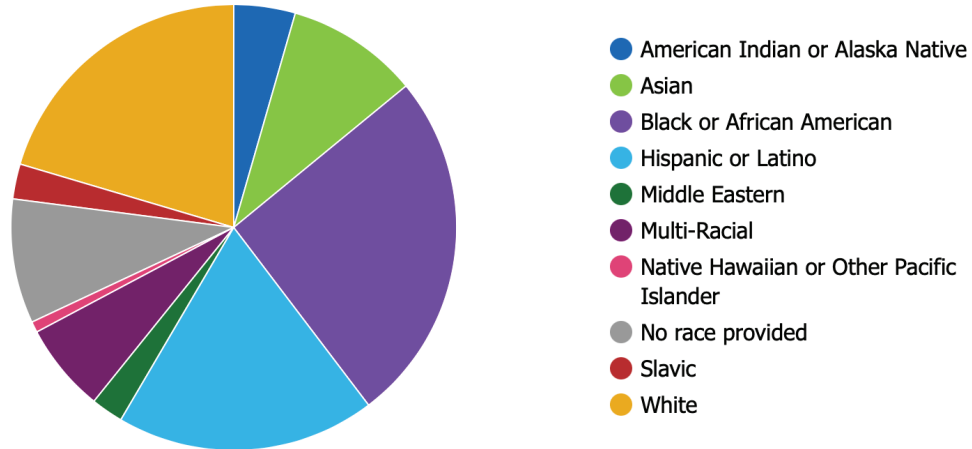
BIPOC Entrepreneurs

2,559

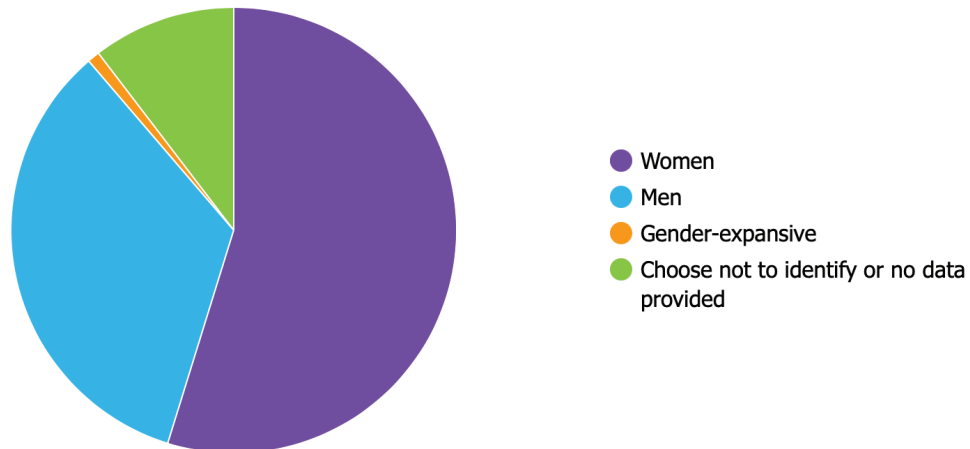
Total Businesses Served

Demographic Data

Race & Ethnicity








Gender Identity



Gender expansive includes people who identify as non-binary, transgender, and/or prefer to self-describe their identities







Top Industries

Of the 2559 businesses served, 1601 reported an industry:






-  Accommodation and food services (19%)
-  Retail (17%)
-  Other Services (11%)
-  Health care and social assistance (10%)
-  Other industries with at least 100 businesses include construction; manufacturing; and professional, scientific, and technical services

Business Size

Of the 2559 businesses served, 1537 reported business size:

-  1 – 5 employees (94%)
-  6 – 10 employees (4%)
-  11 – 15 employees (1%)
-  16 – 25 employees (1%)
-  26 – 50 employees (< 1%)
-  51 + employees (< 1%)

Median Family Income

-  **21%** – below 30% MFI
-  **18%** – 30-49% MFI
-  **15%** – 50-79% MFI
-  **8%** – 80%+ MFI
-  **38%** – No data



About MFI

100% MFI for a family of four in the Portland metro area is \$96,900 (2021)

Outcomes

102,713

Hours of Service

Badge System

Outcomes for the Inclusive Business Resource Network are reported through a badge system. This model was created to measure progress toward stability and growth among a variety of businesses, regardless of industry, size or stage. Badges are achieved if a business meets certain milestones.

Business Advisors perform an initial business assessment when an entrepreneur begins working with them. For clients who receive intensive services (approximately 30+ hours annually), advisors complete an annual assessment. Milestones measured through these assessments generate the following information.

To date, 345 unique businesses have earned a combination of 570 badges. Of all badge earners, 72% are businesses owned by entrepreneurs of color.



295

Strong & Stable

This is often the first milestone a business reaches. "Strong and Stable" business owners have established a foundation for the future and receive a benefit from their business.



155

Growth

The "Growth" category is characterized by at least one of two factors: increasing sales or increasing margins. "Growth" businesses are realizing efficiencies in ordering, scheduling, and/or production. They are also becoming more established in their market and are seeing increasing demand for their product or service.



23

Scale

A "Scale" business is an existing business that is expanding. It has a market-proven product or service and is investing in the expansion of its business footprint.



97

Launch

Focused on consumer product and tech startups (traded sector entrepreneurs), this category will see aspiring entrepreneurs move past concept and launch a product or technology into a new market.



COVID Pulse Check Findings

Business advisors reported the status of businesses during COVID through a pulse check that was taken approximately every 6 months. They reported based on 5 categories, defined below.

Data from the most recent pulse check (September 2021), representing 573 businesses, revealed a dramatic increase in stability, from 25% of businesses in the prior checks to 40%.

40%

Stable

Minimal impact;
resilient

23%

Recovering

Bouncing back

17%

Transitioning

2-3 month cushion

13%

Distressed

No cushion

7%

Closed

Due to COVID-19



Stable (minimal impact; resilient)

Business experienced minimal revenue loss or has found a new market to keep the sales fairly stable (e.g making sanitizer, masks, etc); not carrying any significant financial burden it cannot pay; business may have model that thrives in a COVID-19 situation, e.g. farm delivery box, grocery store, meal delivery, cannabis.



Recovering (bouncing back)

Business was able to pivot to increase sales or has sustained sales; projected revenue loss for 2020 but it's not a revenue loss that will put the entrepreneur out of business; may have been able to renegotiate debt or rent to alleviate financial burden that makes a significant difference.



Transitioning (2-3 month cushion)

Operating under COVID-19 business guidance and staying afloat but will need to get more capital or pivot business strategy to survive beyond the next 2-3 months; may have been able to renegotiate debt or rent to alleviate financial burden.



Distressed (no cushion)

Very little cash, unable to operate under COVID-19 or getting very little revenue, likely to close if it can't shift something; Have significant debt it needs to get out of; may be closed temporarily and is still evaluating whether it can reopen.



Closed

Closed permanently due to COVID-19



Jobs

From reported jobs data since the inception of IBRN in FY 2017/18, approximately 660 businesses created just over 1,100 jobs:

664

Businesses

1,120

Jobs Created

1.7

Jobs per business



Revenue

Of the 2559 businesses served, 107 reported gross sales for 3 consecutive years 2018 through 2020. Those businesses saw a cumulative 54% increase in sales from 2018 to 2020.

\$9.6

Million

2018
Total Gross Sales

\$89,000 Avg. Gross Sales

\$11.8

Million

2019
Total Gross Sales

\$110,000 Avg. Gross Sales

\$14.8

Million

2020
Total Gross Sales

\$138,000 Avg. Gross Sales



Partners & Investment

20

Community Organizations Funded

\$13,491,863

Total Investment

