

Rising Tide Capital 2012 Programs Highlights

The Community Business Academy:

- 156 graduates in 2012
- 1,172 orientation attendees
- Expanded footprint in Hudson and Essex Counties. 5 CBA sessions including two new cities, Newark and Union City
- A “Train the Trainer” Program launched; 3 new CBA instructors trained
- CBA expanded to 12 weeks—A new module on “Personal Budgeting and Credit” was added

Business Acceleration Services¹:

- Rising Tide Capital became the first Kiva Zip trustee in the New York Metro area; this enabled us to assist our clients to get microloans through Kiva Zip
- Rising Tide Entrepreneurs assisted to raise \$18,836 in business financing
- 92 Businesses started, strengthened or expanded
- 350 hours of Business Acceleration Services provided to entrepreneurs
- 5 Rising Tide Entrepreneurs received space at local business incubators: 4 at the BDI at NJCU, and 1 at Mission Fifty at the Hoboken Business Center
- Action Plans created for each 2012 Community Business Academy graduate

The Start Something Challenge

- 78 contestants representing 11 New Jersey cities
- Contestants received opportunities for increased exposure for their businesses, an introduction to technology tools to market their businesses, training and coaching to help refine their business pitches, and a chance to meet and learn from entrepreneur Jeff Hoffman, co-founder of Priceline
- 2 million page views in the initial phase of the competition
- 5 of 10 Start Something Challenge finalists, and 2 of the 3 winners were Rising Tide Capital clients

Connections & Exposure:

- A Rising Tide Capital “Zone” presented at local Market Fairs, to give exposure to RTC business owners
- The Rising Tide Exchange launched to showcase profiles of Rising Tide Entrepreneurs
- 12 stories were placed in local media featuring Rising Tide Entrepreneurs

¹ As at September 30, 2012

Client Demographics in 2012

