



GREATER CINCINNATI MICROENTERPRISE INITIATIVE

Your Business Deserves the Right Support

We meet you where you are — and help you get where you're going.

Our Mission: GCMi promotes self-sufficiency and community economic development by stimulating and supporting entrepreneurship among low- and moderate-income individuals across Greater Cincinnati — from a first idea to an established, growing business. GCMi is a Community Development Financial Institution (CDFI) dedicated to providing microlending to start-ups and emerging businesses

01 LEARN

Entrepreneurship Training

Cohort-based training (Ice House Entrepreneurship Program & Business II) that builds the mindset, customer discovery skills, and business fundamentals to launch or strengthen a business with confidence. Business II offers Core and Flex tracks so you choose the path that fits you.

02 GROW

Coaching & Technical Assistance

One-on-one sessions with an experienced GCMi coach, tailored to your specific challenge, from pricing and operations to marketing, legal structure, and beyond. Flexible scheduling for pre-launch and scaling businesses alike.

03 FUND

Access to Capital

Connections to funding opportunities including micro-loans (\$500–\$35,000), and financial/loan readiness coaching, so you understand your options and submit a strong application.

Technical Assistance — Areas of Focus & Best-Fit Scenarios

Business Model / Revenue

Evaluate revenue streams, pricing, and sustainability.
Best for: *Sales have stalled or you're unsure the business model is profitable.*

Business Operations

Improve workflows, systems, and efficiency.
Best for: *A growing business is experiencing operational bottlenecks.*

Accounting & Taxes

Bookkeeping, financial statements, tax readiness.
Best for: *Preparing for financing or tax season.*

Point of Sale (POS)

Select and optimize POS systems.
Best for: *Retail/food businesses need payment and inventory tools.*

Marketing & Branding

Clarify brand, messaging, and customer strategy.
Best for: *Launching or repositioning a business.*

Social Media

Build engagement and content strategy.
Best for: *You need consistent customer visibility.*

Website & IT

Website planning, technology, and digital tools.
Best for: *Creating or improving your online presence.*

Human Resources

Hiring, onboarding, and workforce practices.
Best for: *Making your first hire or expanding staff.*

Legal

Business structure, contracts, compliance referrals.
Best for: *Starting a business or protecting operations.*

Artificial Intelligence (AI)

Use AI to improve productivity, marketing, and service.
Best for: *You want to automate repetitive tasks.*

E-commerce

Selling products online and fulfillment.
Best for: *Expanding beyond a physical location.*

General Business Coaching

One-on-one coaching and accountability.
Best for: *You need guidance making strategic decisions.*

Programs at a Glance

Program	Who It's For	Best For
Ice House Entrepreneurship Program (IHEP)	Idea-stage entrepreneurs developing and validating a business concept.	<i>New & aspiring entrepreneurs</i>
Business II (Core / Flex Track)	Entrepreneurs ready to strengthen operations, marketing, and financial management.	<i>Established, growth-ready businesses</i>
Business Coaching	Current business owners seeking growth and implementation support.	<i>Owners driving toward a specific goal</i>
Access to Capital	Businesses seeking loans from \$500–\$250,000, plus grant and financial readiness support.	<i>Ready to fund growth</i>

No Barriers to Entry

There are no eligibility requirements for GCMi programs — training runs on a sliding scale by income. Everyone starts somewhere; we meet you there.

How to Get Started

Take the Startup Quiz at gcmiation.org/quiz, or schedule a consultation at gcmi.org to get matched to the right program.