

# MORTAR

MORTAR | 340 READING ROAD | CINCINNATI, OH | 513.888.GROW



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**WEALTH INEQUALITY  
ALONG RACIAL AND  
ETHNIC LINES HAS  
WIDENED TO HISTORIC  
LEVELS.**

# ENTREPRENEURS OF COLOR CREATE JOBS AND WEALTH IN COMMUNITIES

But often they don't have access to the resources and culturally-competent training that they need for their businesses to survive and thrive.

Means Cameron owns two downtown Cincinnati shops.  
Photo: Maddie Mcgarvey For The Wall Street Journal



**18.3%**

Of businesses in Cincy are  
African-American owned,  
despite representing  
nearly half of the city's  
population



# MORTAR EXISTS TO HELP HISTORICALLY MARGINALIZED ENTREPRENEURS BUILD BUSINESSES AND TRANSFORM COMMUNITIES.

We believe that any entrepreneur can thrive - when equipped with the right resources and hustle.



The MORTAR Model

# 1. ENTREPRENEURSHIP ACADEMY

Our nationally-recognized approach is the only program in the country to provide community entrepreneurs with a culturally-competent 15-week curriculum along with access to legal support, funding and mentorship.





A close-up, profile view of three Black women smiling and looking towards the right. The woman in the foreground has short, curly hair and is wearing a gold hoop earring. The woman in the middle has long braids and is wearing a patterned top. The woman in the background has long, straight hair and is wearing a white top and a gold hoop earring. The background is blurred.

The MORTAR Model

## 2. ALUMNI PROGRAM

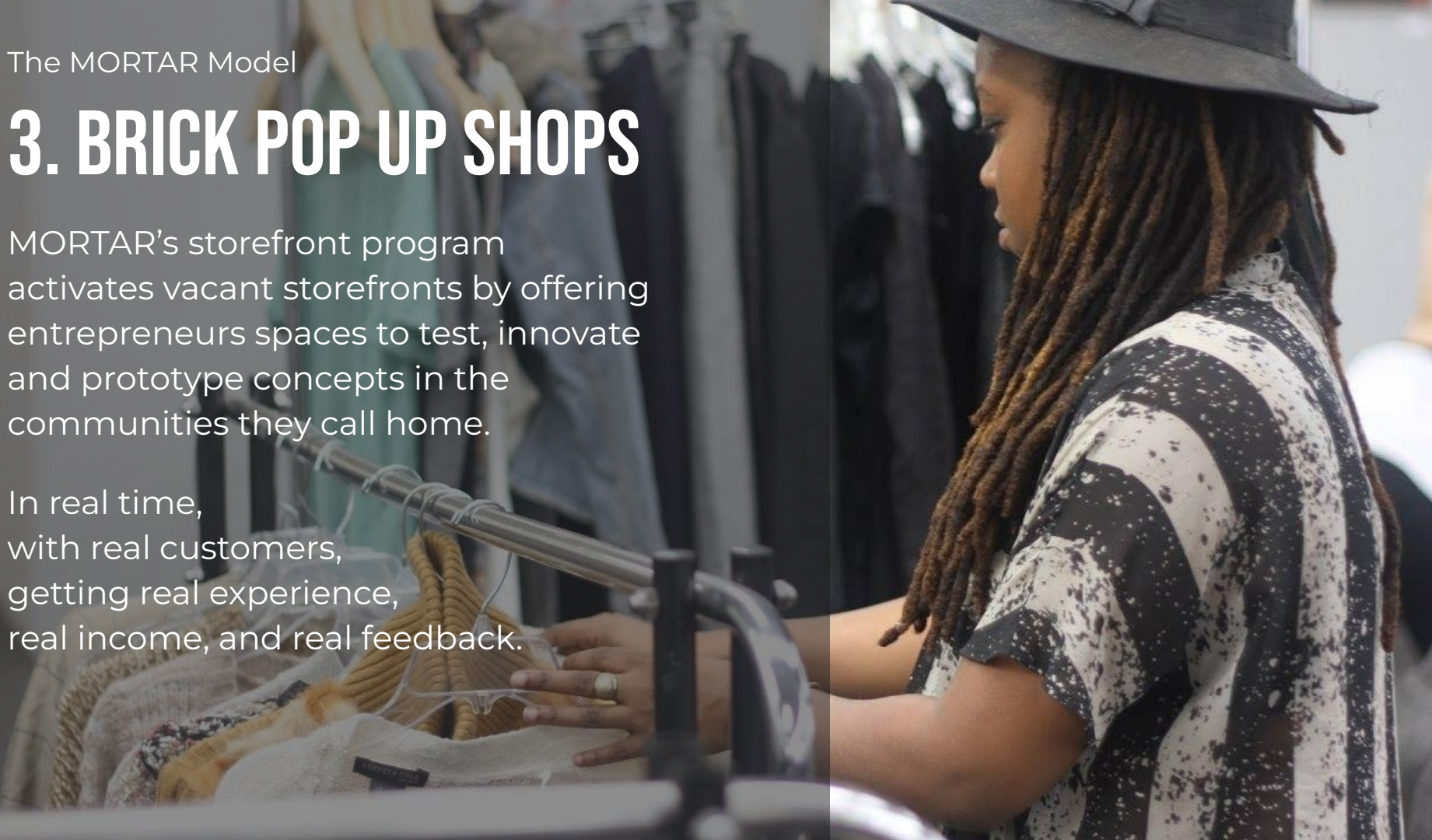
With our 18-month alumni program offerings, we dig in deeper with our graduates. We use this time to deliver personalized assistance, guidance, mentorship, and technical assistance to give them the best possible opportunities to start or scale their enterprises.

The MORTAR Model

## 3. BRICK POP UP SHOPS

MORTAR's storefront program activates vacant storefronts by offering entrepreneurs spaces to test, innovate and prototype concepts in the communities they call home.

In real time,  
with real customers,  
getting real experience,  
real income, and real feedback.





The MORTAR Model

## 4. THE IRON CHEST FUND

The Iron Chest Fund builds neighborhoods by providing access to capital for under-represented entrepreneurs. Exclusively for graduates of our Entrepreneurship Academy, we've put nearly \$400k directly in the hands of our entrepreneurs in the form of low-interest loans, grants, and equity investments.

Photo The Enquirer / Meg Vogel



The MORTAR Model

## 5. ADVOCACY

This is the newest pillar of the MORTAR infrastructure. As we've continued to grow, the need for us to speak up in rooms has become even more valuable.

Sometimes advocacy will exhibit itself as having conversations with real estate developers to carve out more affordable spaces for marginalized entrepreneurs; other times it shows up as working with officials to develop favorable legislation.





# MORTAR HAS COMPELLING IMPACT

- We've had 350 graduates in Cincinnati alone
- 100% of MORTAR alumni who were in business at the start of COVID are STILL in business TODAY!
- Additionally, we had alumni open four Food Trucks open and four Brick & Mortar locations



# WE HAVE A STRONG TEAM, AND A ROBUST SUPPORT NETWORK.



Allen Woods,  
Executive Director



Kala Gibson,  
Board Chair



\*SAVING THIS SPOT FOR **YOUR** LOGO!



# HOMECOMING 2021

- Community Block Party
- MORTAR Open House & Info Session
- Showcasing MORTAR Alumni at Booths
- Food Trucks
- Live Musical Performances
- Acknowledging & Celebrating Cincinnati while offering Encouragement during these difficult times



4

VIRTUAL COHORTS

3

IN-PERSON COHORTS



## NEW LOCATION

340 READING ROAD,  
CINCINNATI OH 45202



## WE ARE IN 7 CITIES

CINCINNATI, COVINGTON, AKRON,  
MILWAUKEE, TULSA, KANSAS CITY,  
AND INDIANAPOLIS.



IN 2021 WE LAUNCHED OUR  
PARTNERSHIP WITH P&G AND  
KROGER. TAKING OUR  
RIGOROUS 15-WEEK PROGRAM  
INTO AN 8-WEEK VIRTUAL  
PROGRAM.



OVER

# \$100,000

GIVEN THROUGH THE  
IRON CHEST FUND THIS  
YEAR ALONE



"Our leaders are excited to share their unique experiences and skills with these entrepreneurs. We are excited to combine resources with MORTAR and Kroger to help the community."

- Pat Cady, P&G senior vice president.

4

FOOD TRUCKS

4

BRICK AND  
MORTAR

NEW ALUMNI LOCATIONS

LIFE'S A  
P!+CH  
MORTAR GRADUATION & PITCH NIGHT  
FOLLOW  
THE ARROW  
FOR AN EVENING  
TO REMEMBER



31

COHORTS

350

PARTICIPANTS

IN THE MORTAR  
ENTREPRENEURSHIP ACADEMY  
SINCE 2014

## OUR PARTNERS

CITY OF CINCINNATI  
HAILE FOUNDATION  
MICHAEL JORDAN & JORDAN BRAND  
DRK FOUNDATION  
SURDNA FOUNDATION  
US BANK  
JP MORGAN CHASE  
5/3 BANK  
PNC BANK  
GCF  
SVP  
KROGER  
LISC

100%

OF ALUMNI THAT WERE IN  
BUSINESS AT THE START OF  
2020 ARE STILL IN BUSINESS



# WE'RE CONTINUING TO SCALE OUR IMPACT

In the past few years, we launched cohorts in Covington, Milwaukee, Akron, and Kansas City, in addition to our existing program in Cincinnati.

We will continue to scale our work through a combination of geographic expansion and a digital learning tool that shares some of our core training content.





# WHAT'S NEXT?

## SAVE THE DATE: PITCH NIGHT

- June 15 at The Hard Rock Casino
- 1st in-person Pitch since Nov. 2019

## POP UP FOOD TRUCK

- Donated by 5/3 Bank
- Permit process

## PERMANENT HOME IN WALNUT HILLS

- Finalizing details with Model Group for our mixed use HQ: Pop Up Restaurant, Alumni store with online order fulfillment, Co-working space & MORE



# WE LOOK FORWARD TO OUR PARTNERSHIP, SUPPORTING OUR GROWTH AND IMPACT

The future will be challenging - yet full of promise, and MORTAR will be essential to the small business recovery from the impact of COVID. So, we're building a new DIGITAL platform to complement our existing programs.

