



Resurgence Program

Impact Overview

www.thekyracompany.com

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RESURGENCE

Resurgence Program Overview



Company Overview

The Kyra Company is an organizational development firm that focuses on the core of your business. With a focus on People, Process, and Profitability, our commitment is to provide business leaders with the strategy and implementation support that helps them solve problems, make an impact, and leverage superior market positioning with their products and services.



Problem Worth Solving

Minority-owned businesses seldom grow their businesses into high-growth enterprises. Some barriers include lack of capital, lack of collaborative partnerships, and limited access to supply chains, amongst other reasons. As a result, they experience limited business opportunities, stagnant business growth, and ineffectual social capital resulting in slower revenue growth, limited wealth creation, and reduced job creation in their communities.



Our Goal

We understand these businesses need critical support in core areas to address this problem. Therefore, the Kyra Company co-created the Resurgence Program with other partners to help minority-owned enterprises **secure more capital and business opportunities and expand their social capital to become high-growth and thriving minority-owned businesses.**

Our Interventions

To achieve this goal, we focused our program interventions on the following:

- ✓ **Resurgence Instruction** – implemented propriety and expert instruction on Strategic Planning, Human Resources, Business Operations, Operational Finance, Sales and Business Development, Customer Service, Training, and Development
- ✓ **Technical Assistance** – provided one-on-one coaching, peer-to-peer support, partner and lender connections
- ✓ **Capstone** – connected businesses with corporate partners
- ✓ **Pitch Forums** – developed pitches and pitch decks to prepare for business presentation
- ✓ **Demo Day** – provided an opportunity for businesses to pitch their brands to corporate partners and access to cash prizes

Our Key Outcomes

We focused our program on three long-term outcomes to demonstrate our achievement and progress toward this goal.

- ✓ **Improved bankability**
- ✓ **Improved supply chain readiness**
- ✓ **Increased collaborative partnerships**

Our Impact So Far

We are excited to share our current outputs and short-term outcomes from the previous cohort.



Improved Bankability leads to more critical capital from funders and investors to grow their businesses. Businesses must build their business and financial management knowledge and capacity to improve bankability. We measured the following short-term outcomes necessary to achieve the long-term result of increased bankability.

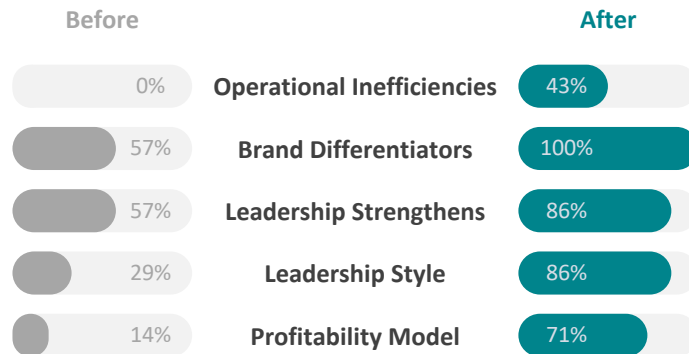
Improved Supply Chain Readiness leads to more government and corporate contracts. To improve their readiness, businesses must know their brand and leadership strengths and weaknesses to implement critical improvements. We measured the following short-term outcomes necessary to achieve the long-term result of improved supply chain readiness.

Increased collaborative partnerships lead to more business opportunities. However, to increase collaborative partnerships, businesses must increase professional connections, networks, and social capital.

After the program, our businesses reported being **very knowledgeable** in following core areas:



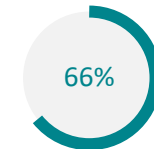
After the program, our businesses reported being **very aware** in core areas



Connections Matter



increased professional connections, **and**



secured new business from a connection made during this program, **and**



of participants recommend our program

In Their Own Words...



I feel really good about scaling my business and taking steps in the right direction...



I feel confident about what my business does, who we serve and where we should be looking for opportunities



I feel confident we will continue grow and gain the funding needed to provide services within the community



I feel very strong and confident

Dashboard

Knowledge

Confidence

Connections

Awareness



Log out
of stunted
business
growth