

Rocky Mountain MicroFinance Institute creates the space for communities and people of all backgrounds to realize their unique potential through the power of entrepreneurship.

WHO WE SERVE:

Entrepreneurship is a powerful tool to build both individual and community prosperity, but personal, professional, systemic, political, and economic barriers prevent many from accessing the benefits of ownership. These barriers result in an inequitable opportunity for economic inclusion and community autonomy as well as a poorly diversified economy. RMMFI supports resilient Coloradans who are ready for business ownership and want to overcome barriers to financial independence, build generational wealth, grow their dreams into reality, and define their own pathways to success.

OUR APPROACH:

RMMFI doesn't just invest in businesses; we invest in people, and we do it with more than dollars. We view entrepreneurship as a system of people, businesses, and community, and our "Whole Entrepreneur" model brings these elements together to allow individuals to tap into the social and economic benefits of business ownership. Our goal is to help entrepreneurs grow into business owners who can successfully shift and adapt to changing environments in their businesses and their lives. We know that personal foundations are essential for success, and RMMFI works with entrepreneurs to develop their personal stability, entrepreneurial spark, and business feasibility.

OUR VISION:

RMMFI believes that long-term investments in people and communities can build economies that are truly equitable and inclusive, with ripple effects that last through generations. We work to promote ownership across three levels to create lasting community impact:

- **Ownership of Self:** Entrepreneurship helps individuals activate their potential
- **Ownership of Wealth:** Entrepreneurship opens pathways to economic mobility and inclusion
- **Ownership of Community Health:** Entrepreneurship creates vibrant, unique, and empowered communities

OUR IMPACT:

In 13 years, RMMFI is proud to have:

- Graduated **44 cohorts** of **Business Launch Boot Camp** with an **85% graduation rate**, resulting in the launch or expansion of **338 businesses** in Denver, Aurora, and the San Luis Valley
- Distributed **\$955,929** across **313 loans** with a **94% repayment rate**
- Become a certified **Community Development Financial Institution (CDFI)** with the U.S. Treasury
- Won the 2021 **Ian Helms Award** from the Dakota Foundation
- Received the 2021 **Member's Choice Award** with Good Business Colorado
- Been selected as a member of the 2020 **Catalyst Program** with the Stand Together Foundation
- Won the 2019 Colorado **Google.org Impact Challenge** (one of five winners)
- Won the 2019 **National Innovation Award** from American Enterprise Institute (AEI)
- Been named a 2013, 2018, & 2019 **Top Company Finalist (Nonprofit)** by COBiz Magazine
- Won the 2016 **Small Nonprofit of the Year** award from Denver Metro Chamber of Commerce
- Won the 2011 Colorado **Innovation in Philanthropy Award** from Bank of the West

OUR PROGRAMS:

Intentionally built along the **Idea, Launch, and Thrive** business incubator pathway, our programs help entrepreneurs build strong foundations in both their businesses and their lives.

1. IDEA PHASE

The Idea Phase is the beginning of every entrepreneur's business journey with RMMFI. In Idea, entrepreneurs can receive:

- A free initial assessment to determine their starting point.
- 12 hours of education, coaching, and pitch practice through our 5-session Business Idea Lab, focused on the foundations of business ownership.
- Mentorship to encourage both personal and business development.
- Microloans (Seed Loans) up to \$500 to test the feasibility of their business idea.
- Connections to partner organizations for help overcoming barriers that might prevent them from starting the business.

Qualified Idea entrepreneurs are invited to continue their business journey in RMMFI's Launch Phase.

2. LAUNCH PHASE

The Launch Phase begins with RMMFI's core program, Business Launch Boot Camp. Offered three times each year, BLBC is a 12-week intensive program aimed at helping 10 qualified, committed entrepreneurs take their idea and launch it into a fully functional business. The program includes curriculum covering the 4 pillars of business ownership (marketing, operations, financials, and management), expert-led specialized workshops, and dedicated mentor teams that assist the entrepreneurs through the launch of their business.

After Business Launch Boot Camp ends, graduates work with RMMFI staff for an additional 12 months to create and execute Launch Plans to set business goals, connect with mentors, and receive lending (Launch Loans up to \$2,500) or technical assistance.

3. THRIVE PHASE

The Thrive Phase provides ongoing support to entrepreneurs that have successfully completed the Launch Phase as they navigate operating a live business. Thrive is a self-directed experience based on individual needs, but all entrepreneurs have access to:

- Cohort-based educational programs focused on the unique issues businesses face as they move from startup to expansion.
- Expert-led workshops to continue developing the entrepreneurial and leadership skills necessary for business success.
- Relevant mentorship and technical assistance to help navigate the challenges that come with a growing business.
- Microloans (Thrive Loans and Growth Loans), ranging from \$5,000 to \$75,000, to support continued business growth.
- Free or discounted accounting services for up to 18 months to ensure a strong financial foundation for the business.
- Market opportunities including discounted leases in RMMFI's Retail Incubator, vendor space in RMMFI and community events, and connections to corporations and anchor institutions looking to support small businesses through their buying and hiring power.