

Quickly Pinpointing Eligible Businesses for Micro-Grant Program





Program

The State received funding for new grant opportunities for small businesses with <10 employees. The State business services team supported their partner agency with the micro-business outreach for socially and economically disadvantaged, historically under-represented groups, and underserved markets.





Challenge

Since grant programs have a narrow window for enrollment and funding, the team needed to move quickly. Their existing CRM system only provided a small list of eligible businesses, and the agency struggled to identify eligible but “unknown” micro businesses owned by minorities, women, and veterans.



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Solution

EconoVue's platform identifies micro-businesses from underserved populations with no prior grant awards and showing signs of Medium/High Financial Stress.





Results

Of the 275,000 businesses across the State, the team quickly and efficiently conducted outreach to 1,500 eligible minority-owned, women-owned and veteran-owned micro businesses well before the grant deadline.



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Bottom Line

EconoVue's intuitive data visualization platform pinpoints struggling companies with no previous history of grant assistance in seconds so WDBs can offer available grant opportunities to enable stability and growth.