



The **Western Women's Business Center at The Support Center (WWBC)** seeks to provide high quality technical assistance and programs that reduce barriers and serve as a catalyst to the success of entrepreneurs, particularly women who are socially and economically disadvantaged, in the Western region of North Carolina. As a project within The Support Center, the WWBC shares its vision: to create economic opportunity for all people.

The Support Center established the WWBC in July 2014 so that women-owned businesses in Western NC would be able to access the technical assistance and coaching that they need in order to start up, expand and grow their ventures. The WWBC provides a range of business services that are aimed at enhancing the business skills of women-owned businesses and to aid women business owners in becoming debt-ready.

## Technical Assistance and Business Coaching

In addition to stop-in or as-needed assistance, the WWBC provides more in-depth business coaching, either on a one-on-one basis or in a group setting. This allows for the delivery of more intensive assistance to business owners on their specific challenges.

## Workshops and Group Training

To engage women business owners and to encourage networking among the small business community in the region, the WWBC is also developing a series of workshops, training classes, and networking groups focused on a range of business topics.

## Small Business Lending

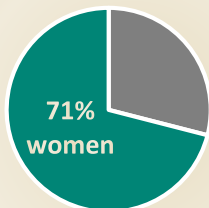
As a program of TSC, the WWBC will serve as a conduit for small business owners that are seeking capital. The technical assistance, training, and coaching programs are all aimed at strengthening local businesses and, ultimately, expanding access to capital to those who need it.

## Impact

Since opening its doors the WWBC has served over 579 entrepreneurs in the western region, over 90 percent of them being women. In Fiscal Year 2015-2016, the WWBC has assisted 230 entrepreneurs through its technical assistance, coaching, and training services. The WWBC has also helped expand access to capital to 50 small businesses in the region since 2010, totaling almost \$3.5 million.

### FY15-16 WWBC Clients Served

Buncombe County



**194 clients total:**

138 women, 17 veterans, 51 minorities

### FY15-16 TSC Loans - Western NC & Buncombe County

