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**SBA Emerging 200 (e200)**  
SBA [e200@sba.gov](mailto:e200@sba.gov)  
Illinois District Office [www.sba.gov/il](http://www.sba.gov/il)  
Interise [www.interise.org](http://www.interise.org)

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**Q: What kinds of businesses enroll in the e200 curriculum?**

A: Businesses from all different sectors may enroll in the initiative. The training will benefit manufacturing companies, retail stores, wholesalers, contractors, transportation providers, service businesses, and professional firms. The curriculum is designed to be customized to the entrepreneurs taking the initiative, as the participating businesses are ‘live cases’.

**Q: What about Chicago’s e200 class?**

A: The U.S. Small Business Administration Illinois District Office has sponsored two e200 classes, graduating in 2008 and 2009. 38 entrepreneurs from different sectors of business learned strategies and techniques to help position their firms for immediate strategic growth. The owners meet with subject matter experts and were provided with counsel and technical assistance. 2010 Chicago E 200 cosponsors include SCORE Chicago, CMBOC and the Illinois SBDC Network.

**Q: Why is e200 designed for established entrepreneurs and not startups?**

A: Many existing training initiatives, technical assistance, and financial resources lean heavily toward helping startup businesses. Existing small businesses have a large impact on employment opportunities in urban neighborhoods, which directly affect local living conditions. E200 was created to address the needs of existing business in urban areas by focusing on improving the skills of these entrepreneurs, thereby strengthening their established businesses. The **StreetWise Steps™** training is specifically designed to assist established businesses.

**Q: What is the timeframe for the SBA Emerging 200 training initiative?**

A: The educational initiative, utilizing the Interise curriculum **StreetWise Steps™**, is taught over 6 months. Executives in the Chicago e200 initiative commit their talent and time to the program.

**Q: How much time do entrepreneurs need to commit to the initiative?**

A: Entrepreneurs will be in class for 40 hours of instruction time, divided over 13 class sessions. They will also spend roughly 20 hours in CEO Mentoring Groups. Self paced learning and networking opportunities can take 6 hours per session. All the instructional approaches – classes, CEO Mentoring Groups, and self-paced learning are interconnected and of equal importance.

**Q: What does a graduate of the e200 curriculum walk away with?**

A: At the conclusion of the initiative, entrepreneurs produce a three-year strategic growth plan with benchmarks and performance targets which will help them access the necessary support and resources. It also gives them the basis for creating the formal business plans that different sources of capital request of them.