



**— CO ENERGIZE  
COLORADO**

**CITY OF PUEBLO | JULY 25, 2022**





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# WHO WE ARE

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# About Energize Colorado

**Our mission is to catalyze change for a more resilient and equitable small business ecosystem across the State of Colorado.**

Energize Colorado is a nonprofit organization comprised of builders and innovators focused on serving Colorado's smallest and most underserved businesses across four priority groups: women, rural, veteran, and BIPOC.



# Our Origin Story

In March 2020, our eight founders came together through Governor Polis' Emergency Council for Stabilization and Growth. It was a unique time with many unknowns presented by the COVID-19 pandemic. As a group, we created a hypothesis of what would occur – the impact of lockdowns on small businesses causing financial distress, the need for mentorship and guidance, and the potential for emotional instability. Through the curiosity of our team and the power of our skilled volunteers, Energize Colorado formed segments and initiatives that focused on identifying problems and testing solutions.

In January 2022, we evolved our strategy beyond a pandemic response to focus on resiliency and equity for the small business ecosystem. When the next economic downturn hits, we want to make sure Colorado's small business ecosystem is stronger and has a resilient foundation for future growth – with a mindset and capacity to navigate whatever challenges come their way.



# Our Capabilities



**BUSINESS  
ADVISING**



**DIGITAL  
INNOVATION**



**RESEARCH  
& INSIGHTS**



**CAPITAL  
DEPLOYMENT**

# Our Impact



**\$50 M  
DELIVERED**

## FINANCIAL SUPPORT

By the end 2022, we will have delivered \$41M in grants & \$8M in loans.



**75  
PARTNERS**

## PARTNERS

75 partnerships have been activated through our Energize Community Program.



**3,000  
SUPPORTED**

## SERVICES

Since our founding, our programs have served 3,000+ small businesses.



**4,149  
FUNDED**

## BUSINESS OWNERS

We've supported 4,149 small business owners with grants and loans since 2020.



**564  
VOLUNTEERS**

## VOLUNTEERS

Since March 2020, we've had 564 volunteers engaged in building our programs.



# ENERGIZE COMMUNITY PROGRAM

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# ENERGIZE

## COMMUNITY PROGRAM



1

Funding  
readiness  
workshops



2

Low-interest  
Gap Fund loans  
up to \$20k



3

Community  
accelerator  
program

## What is it?

- Provide access to capital and TA
- Deploy \$5.7M in low-interest loans directly to small business owners
- Distribute 300-500 loans across four communities, including Pueblo County

## What's the status?

- Pueblo County businesses on the waitlist: 113
- Pueblo County businesses who have applied: 45



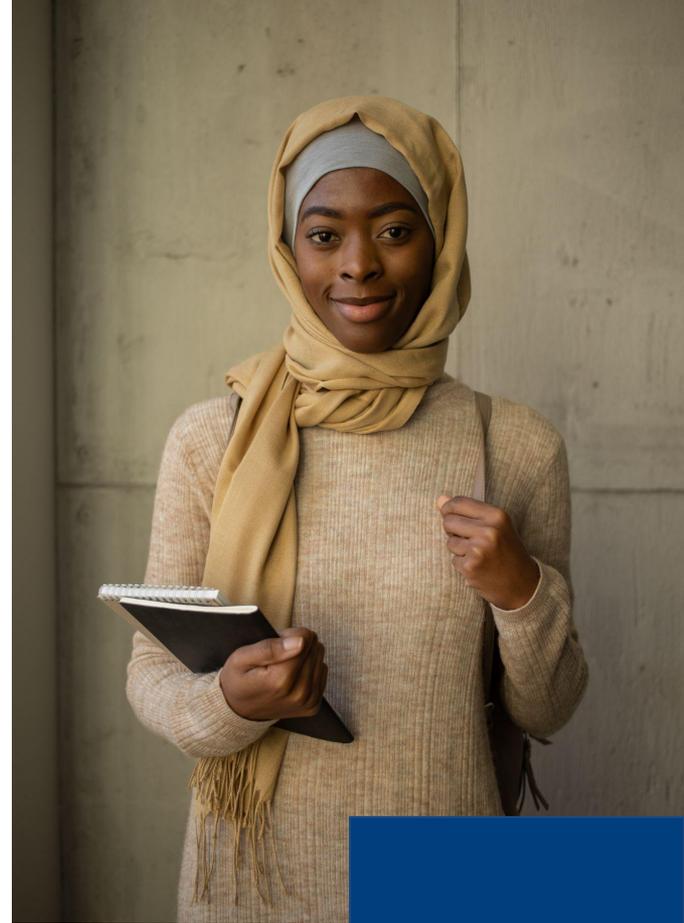
# Gap Fund Loans

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**Loan Size: Up to \$20,000**

**Term: Up to 36 months (3 years)**

**Interest Rate: 2.5%**



# Uses Include:



- **Payroll**
- **Rent/Lease Payments**
- **Utilities**
- **Debt Consolidation**
- **Working Capital**
- **Equipment**
- **Inventory**
- **Capital Improvements**

# Key Dates

- Applications Deadline: July 29
- Accelerator Dates: August 15-October 31

# Our Ask:

# Share the Opportunity

- Share the messaging: [Partner Toolkit](#)
- Application Portal: [energizecolorado.com/ecp/ecp-loan-application](https://energizecolorado.com/ecp/ecp-loan-application)

# Thank You to Our Partners



- Southern SBDC
- Southern Colorado Economic Development District
- NeighborWorks
- Southern Colorado Innovation Link
- Pueblo Chamber of Commerce
- Pueblo West Chamber of Commerce



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