

# IMPACT REPORT

MAKING KANSAS CITY  
AMERICA'S MOST INCLUSIVE  
ENTREPRENEURIAL CITY

FIVE-YEAR RESULTS  
2018 – 2023



**START**

**919**  
BUSINESS STARTS

– » –

**280**  
STARTS FROM MAJORITY-MINORITY ZIP CODES

**78**  
FROM RURAL COUNTIES

**GROW**

**375**  
INCREASED SALES

**169**  
INCREASED EMPLOYEES

## ACCESS



Through hotline, email and website, KCSourceLink helps business owners connect to the right resource at the right time to start, grow and accelerate their businesses.

**9,901**

ENTREPRENEURS SEEKING ASSISTANCE

**58,722**

ONLINE SEARCHES USING THE RESOURCE NAVIGATOR

**1.6 million**

WEBSITE PAGE VIEWS

**8,045**

PERSONAL ACTION PLANS FOR ENTREPRENEURS

## STRENGTH

KCSourceLink brings business-building organizations together to provide regional and industry know-how to entrepreneurs, helping them grow businesses better and faster.



235

RESOURCE PARTNERS

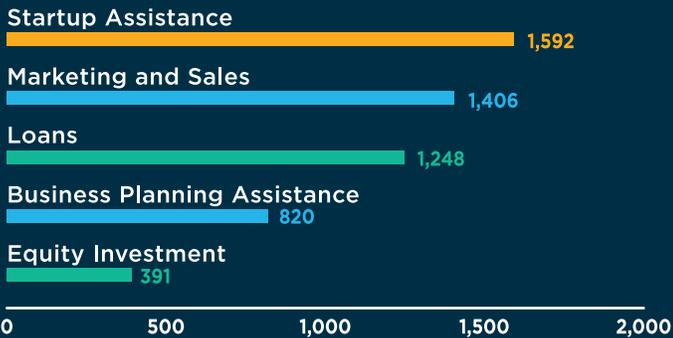


4,509

RESOURCE PARTNER  
CLASSES + EVENTS

## REQUESTS

Top 5 assistance requests from entrepreneurs



## CORPORATE ENGAGEMENT

24 CEOs

SIGNED CEO-TO-CEO PLEDGE  
SINCE 2021

The CEO-to-CEO Challenge encourages and supports inclusive business-to-business procurement by making the commitment to support our small and diverse businesses visible. The first 12 companies signing the pledge reported increased spending with small and diverse businesses ranging from 0.5 percent to 28 percent in one year.

## CONNECTIONS

Since 2019, KCSourceLink has created three programs to support the ongoing need for capital in Kansas City.

- 1. BoardMatch**  
Connecting entrepreneurs with potential advisory and fiduciary boards
- 2. Startup Boards 101**  
Educating early-stage founders and prospective board members
- 3. CapitalMatch**  
Leveraging a platform to pair investors with startup founders



Data comes from our hotline calls, emails, The Resource Navigator®, online searches, web visits and surveys for the period from 10/1/2018 to 9/30/2023.