

# OPEN FOR BUSINESS

*Free marketing and tailored assistance to help small businesses fully open and capture increased business.*

***Bridgeway Capital and Paramount Pursuits have partnered to launch Open for Business.***

The program offers free marketing, accounting, legal services, and more to Allegheny County-based small businesses located in low- and moderate-income areas. The assistance is tailored to each small business to help them transition to being fully open for business. Our experienced team of business consultants can work with you on how to best capture demand, scale up to handle increased business, and accelerate business growth.

## What is offered?

- One-on-one access to specialists in the fields of business development planning, accounting, legal services, marketing, and credit counseling.
- Access to digital and social media marketing advertising strategies, eCommerce training, and space design consultation.
- The opportunity for start-up and under-developed businesses to participate in Paramount's intensive 12-month cohort-style program. The program provides comprehensive business development mentorship as well as peer support and networking opportunities.
- Bridgeway and Paramount will tailor the services provided to the needs of each participating business.

## Who is eligible?

- Small businesses that are negatively impacted due to the COVID-19 pandemic and related shutdowns.
- Small businesses located in low and moderate-income areas in Allegheny County, eligible municipalities include: Avalon, Bellevue, Blawnox, Braddock, Braddock Hills, Carnegie, City of Clairton, Coraopolis, City of Duquesne, East Pittsburgh, Elizabeth, Forward, Glassport, Homestead, McKees Rocks, Millvale, Mt. Oliver, North Braddock, Pitcairn, Rankin, Sharpsburg, Stowe, Swissvale, Tarentum, Trafford, Turtle Creek, Verona, Versailles, Wall, Whitaker, Wilkesburg, Wilmerding.
- Located elsewhere? Bridgeway's Entrepreneurship Hub has services available for small businesses, including access to one-on-one specialists and assistance to retool. To learn more contact Talpha Harris, Entrepreneurship Hub Manager.

## How to Apply?

- Small businesses that apply are asked to complete a business scan with Bridgeway's Entrepreneurship Hub.
- The business scan includes completing an intake survey and conversational interview, during which you discuss your business needs and goals. Business documents may be requested.
- Connect with Talpha Harris or Trish Digliodo to learn more and apply online.



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**[bridgewaycapital.org/openforbusiness](https://bridgewaycapital.org/openforbusiness)**

