



# Small Businesses' Participation in the Clean Energy Economy

*Advocate. Empower. Convene*

**APRIL 30, 2024**



**BECMA INC**  
[www.becma.org](http://www.becma.org)





# ADVANCING THE MISSION

## MISSION:

BECMA's mission is to drive economic equity and prosperity for Massachusetts to achieve inclusive growth through advocacy, programming, and strategic partnerships that enable Black-owned businesses and Black communities to thrive.

A photograph of Nicole Obi, President & CEO of BECMA, speaking at a podium. She is wearing a white button-down shirt and a patterned belt. Behind her is a blue wall with a presentation board and a small screen.

**Nicole Obi**

**President & CEO**  
BECMA

**BECMA**  
BLACK ECONOMIC COUNCIL  
of MASSACHUSETTS



# 4 Pillars to Build and Sustain Black Wealth



## Placement

Focus on workforce development, particularly in Massachusetts' high-growth industries, and placing Black professionals in decision-making roles in management and board positions.



## Commerce

Support Black business owners in selling their goods and services while helping ally buyers to meet meet their supplier diversity or ESG goals.



## Ownership

Increase homeowners' and business owners' equity stake in their enterprises



## Entrepreneurship

Nurture startups and support existing entrepreneurs by providing them with access to affordable and adequate capital to launch and scale their firms



## Digital Tools

Our digital tools and subscriptions assistance provide members the opportunity to be reimbursed for upgrading their technological equipment, platforms, and software that enhance business operations.



## Capital Grants

We have a series of small grants that members can access to help their businesses grow. The funding can be used for projects, equipment, furniture, other material purchases, and working capital.



## Receive Professional Services

Members can utilize our bench of legal, accounting, and marketing service providers for registering and incorporating, filing taxes, producing financial statements, and developing marketing solutions.



# ELECTRIC VEHICLE KICKSTARTER

**Objective:** To guide experienced entrepreneurs' expansion into the Mass. electric vehicle (EV) charging industry as resellers, owner-operators, installers, or maintenance providers.

## Goal:

- ✓ Build awareness about EV service models
- ✓ Support 20 businesses expand into EV industry & acquire contracts

## Requirements:

- ✓ Complete business assessment
- ✓ Submit EV cohort application
- ✓ Attend EV cohort meetings and office hours
- ✓ Share impact data

## Activities:

- ✓ Utilize BOSS to enhance business growth areas
- ✓ Participate in EV office hours and group discussions

## Value Add:

- ✓ Priority access to BOSS
- ✓ Expert support and guidance to adopt EV service model
- ✓ Notification of right-sized bids





# BECMA

BLACK ECONOMIC COUNCIL

of MASSACHUSETTS

## IMPACT STORY

# BETTER TOGETHER BRAIN TRUST

Guided by the African proverb, *"If you want to go fast, go alone; If you want to go far, go together,"* members of the Better Together Brain Trust (or BT2) met at BECMA's first EV Kickstarter in 2021.



- Headquartered in Nubian Square
- Since joining forces, BT2 has gained Minority Business Enterprise (MBE) certification from the Commonwealth, as well as Small Local Business Enterprise (SLBE) and MBE certification from the City of Boston.
- They were recently awarded two contracts, including a project for EV charging stations with the City of Boston.





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# THANK YOU!

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