

PLANTING **CEEDS** FOR SUCCESS, ONE BUSINESS AT A TIME!

At Baker Hill, we believe strong relationships build strong communities. Today's aspiring entrepreneurs are tomorrow's economic drivers — and financial institutions play a vital role in helping them succeed.

That's why we are expanding our **Community Entrepreneurial Ecosystem Development** (CEED) initiative nationwide.

In collaboration with the National Association for Community College Entrepreneurship (NACCE) and in partnership with our client institutions, CEED delivers financial readiness workshops designed to help Veteran-, Women-, and Minority-owned businesses become "bank ready."



HOW CEED WORKS

Once your institution joins the initiative, Baker Hill will:

- Connect you with a NACCE Member Institution (NMI) in your region.
- Coordinate the development and delivery of two-hour financial readiness workshops.
- Facilitate collaboration between your lending team and local entrepreneurs.

These workshops prepare entrepreneurs before they walk into your branch — creating stronger applicants and more productive conversations.

YOUR ROLE

As part of these workshops, you will share:

- What entrepreneurs should prepare before seeking financing.
- An overview of your loan evaluation process.
- How your institution supports small business growth.

WHAT'S IN IT FOR YOUR INSTITUTION

Participating in CEED delivers measurable and meaningful benefits:

- Exposure to new, qualified small business clients.
- Stronger relationships with existing clients launching new ventures.
- Strategic partnerships with your local NACCE Member Institution.
- Support for Community Reinvestment Act (CRA) objectives.
- Positive public relations positioning your institution as a community lending leader.
- CEED aligns your growth strategy with your community impact mission.

INVESTMENT

To support faculty time, marketing, recruitment, materials, refreshments, and facility use, participating institutions contribute \$2,000.

Baker Hill works directly with NACCE to ensure funds are allocated appropriately to the NMI.

**For more information
about becoming a CEED
partner, please contact:**

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