PACIFIC COMMUNITY VENTURES - THEORY OF CHANGE

Continual feedback loops created through community trust-building and placed-based resource-deployment
surface innovations to achieve deeper impact

STRATEGIES

NEAR-TERM OUTCOMES

LONGER-TERM OUTCOMES

IMPACTS

Good Jobs Innovation Lab

Culturally Competent Business Advising

Small Business Restorative Loans

Use data infrastructure + behavioral economics insights to identify accessible drivers of good job creation in BIPOC small business ecosystems.

Disseminate findings and cocreate financial product innovations, place-based resources and policies to support small business good jobs journeys. **Support and Scale Under-Estimated SBOs**

Historically underestimated entrepreneurs access capital and culturally-competent support to surmount their most critical needs, sustain, and grow their operations

Inspire Replication by Partners

Other investors & capacity builders deploy product and service innovations to create place-based models across the US that support and scale SBOs and BIPOC entrepreneurs

Define Impact Measurement Frameworks

Reporting and underwriting structures that center racial equity to enhance accountability for community lenders with stated intentions to serve BIPOC communities

Thousands of essential good, quality jobs are created, sustained in communities and industries historically deemed "too hard to reach"



Small business owners, solopreneurs, and workers meet their personal income goals, build wealth, and pursue their longer-term aspirations



Successfully eradicate the market failures that create barriers for small business that perpetuate the racial and gender wealth gap in America

INPUTS

Community Input & Trust



Access to
Affordable Capital
Resources



Expertise in Small Business Operations, Blended Finance,

and Impact Management



Networks and Relationships

Data-driven Infrastructure, Orientation, & Behavioral Research Capabilities