



# GREENWOOD WOMEN'S BUSINESS CENTER - WOMEN INNOVATING NOW (WIN) LAB

The WBC is funded in part through a cooperative agreement with the U.S. Small Business Administration.



The Greenwood Women's Business Center is a monument of the affluent legacy of Greenwood's historical district interlaced with the vision of success for women-owned businesses in the community.

As one of the 140 women business centers in the country, GBC offers a one-stop-shop for women entrepreneurs to:

- Explore e-learning content
- Hear from influential speakers
- Gain access to capital, certifications and contracts
- Utilize business center equipment on premise
- Participate in peer-to-peer networking sessions
- Access best-in-class programming and technical assistance.
- Gain in-person, hybrid and virtual access to webinars and workshops

*Knowing the powerful role Tulsa's Greenwood District plays in our nation's reckoning with racism, I'm proud that the SBA's Office of Women's Business Ownership is planting a new seed of entrepreneurial opportunity so a new generation of women-owned businesses so they can build back better."*

*Isabella Casillas Guzman, SBA Administration*

The inclusion of the on-site Center for Women's Leadership Entrepreneurial Lab propels engagement with local colleges, universities, and Babson College, the premier entrepreneurial leader. This project advances GBC's mission to deliver stellar, state-of-the-art, services to Black and minority women business owners.

Located in the heart of Greenwood Avenue, the home of Black Wall Street, GBC hosts a myriad of services to expand the opportunity and success of women-owned firms. Natalie Maderia Cofield, SBA Assistant Administrator said: "that the opening of a center in Tulsa's Greenwood neighborhood is historic for Oklahoma and for our nation and we look forward to supporting with resources needed for women entrepreneurs to grow and expand."



# About GBC

1

The Greenwood Women's Business Center officially opened its doors March 16, 2022 and serves minority women businesses and existing firms needing support to grow and thrive.

2

We work to be the go-to platform for collaborative programs to expand MWBE business growth and empower MWBEs and grow multimillion dollar businesses in Tulsa. Engagement across HBCUs, colleges, business organizations, federal agencies and corporate partners is crucial to an ongoing center with an empowered user base of diverse businesses.

3

The 100th anniversary of devastation to Black Wall Street in Greenwood during 2021 still highlights a legacy of destruction that has yet to see the full revival of Black towns and Black businesses - the Women's Business Center is a focal point of community change and empowerment.

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