



Program for Investment in Microentrepreneurs

Entrepreneurs are the livelihood of economic and community development. Small businesses provide services to citizens and keep many rural areas and disadvantaged urban neighborhoods afloat.

However, entrepreneurs often lack access to much-needed technical assistance and capital investment.

Winrock International has extensive experience in assessing the needs of small- to medium-sized enterprises and providing the on-the-ground technical assistance needed to launch successful, sustainable enterprises.

Winrock's Program for Investment in Microentrepreneurs (PRIME) provides important technical assistance to Arkansas's small and emerging businesses.

Objectives & Processes

The goal of PRIME is to support Arkansas's small businesses to ensure continued economic growth.

Winrock International staff and consultants provide technical assistance in the form of business-plan development, market feasibility and ongoing mentor support to help launch successful, sustainable enterprises.

Winrock's PRIME project supports entrepreneurs in the energy efficiency, environmental, agribusiness and manufacturing sectors.

Winrock will provide the following technical and financial assistance to entrepreneurs:

- Assess interested companies to ensure disadvantaged entrepreneurs receive services.
- Assess current client capabilities.
- Provide business plan development support.
- Develop market feasibility studies.
- Provide mentoring assistance.
- Enhance links to capital investments.
- Locate federal, state and local grant assistance.

PRIME currently provides assistance to entrepreneurs in a 34-county region of eastern and southern Arkansas, a rural area where entrepreneurial support services are few. Eligible counties include Arkansas, Ashley, Bradley, Calhoun, Chicot, Clark, Clay, Cleveland, Columbia, Craighead, Crittenden, Cross, Dallas, Desha, Drew, Greene, Hempstead, Jackson, Lafayette, Lawrence, Lee, Lincoln, Miller, Mississippi, Monroe, Nevada, Ouachita, Phillips, Poinsett, Prairie, Randolph, St. Francis, Union and Woodruff.

For more information about the Program for Investment in Microentrepreneurs, please contact Vicki Malpass at (501) 280-3025 or vmalpass@winrock.org.

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Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources.