

Implementation

TASK 4

TASK 4:

Establish Business LINC Program

The New Orleans Partnership will establish a Business LINC program designed to foster business-to-business partnerships. The primary goal of the program will be to encourage large firms to help locally-owned smaller firms expand by providing technical assistance, business advice, networking, investment, and/or joint venturing and contracting opportunities. The New Orleans Partnership will serve as the Business LINC intermediary and will focus on identifying and establishing viable economic partnerships between larger and smaller businesses and in expanding supplier diversity at major corporations located in the Greater New Orleans area.



“This program is the right thing to do from a corporate responsibility standpoint. And frankly, it is the smart thing to do from a competitive standpoint. Shareholders clearly benefit from our ability to partner with the brightest, most creative talent available, which we might just miss without this type of outreach program.”

RAMANI AYER
Chairman & CEO, The Hartford Financial Services Group
Chairman of Business LINC for the Business Roundtable

TASK 4: *Continued*

As noted in the guidebook issued by the National Business LINC Coalition, benefits to larger companies involved with the program will include:

- Reaching new markets and increasing market share
- Creating greater opportunities
- Partnering with smaller, more agile, innovative companies
- Cultivating a more diversified, world-class supplier base
- Achieving success in industries that call for inter firm collaboration
- Creating a stronger business environment and stronger communities

Benefits to small businesses involved with the program will include

- Obtaining technical advice
- Enhancing management development
- Leveraging core strengths
- Accessing sources of financing
- Increasing marketplace credibility
- Entering subcontracts and joint ventures

