



FOR IMMEDIATE RELEASE  
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**Second cohort of Milwaukee Central City businesses chosen  
to participate in business training course funded by JPMorgan Chase**  
*Partnership effort includes African American Chamber of Commerce,  
Scale Up Milwaukee, and WWBIC*

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**MILWAUKEE** – Scale Up Milwaukee, an initiative of the Greater Milwaukee Committee is announcing its second cohort of 24 businesses participating in SPARC. The business training course is led in partnership with the African American Chamber of Commerce and WWBIC, and is funded by JPMorgan Chase, targeting growing companies in the Metro Milwaukee area.

SPARC focuses on central city Milwaukee businesses with revenue under \$1 million. Last year, 19 companies graduated from the inaugural SPARC cohort. Collectively, those companies produced \$3.2 million in revenue in 2017 with an average projected growth of 57 percent in 2018.

**A launch party** for this year's cohort will take place **Wednesday, Sept. 12<sup>th</sup> from 5 to 7 p.m. at The Tandem**, a participant in this year's cohort. The event is open to the public and those interested in attending can register at [sparclaunch2018.eventbrite.com](http://sparclaunch2018.eventbrite.com).

The complete list of businesses taking part in the second cohort include:

A&A Plumbing Milwaukee	Absolute Custom Extrusions, Inc.
Alliance Tax & Accounting Service	AMRI Counseling Services
Artery Ink	BestEd Business
Bravent	BungeeCraft Technologies
Daync Studio	Filament Communication
GW Harris Investments LLC	Greater Milwaukee Center for Health & Wellness
Horizon Electric Company	Iron Fist Fitness
Lisa Kaye Catering LLC	Lula Mae Aesthetic Boutique
Miss Molly's Café & Pastry Shop	Orange Avenue Realtors/Workhorse General Contractors
Prototype Composites	Ssali Media Group
Super Expedite LLC	The Signgroup
The Simple Home	The Tandem

MORE

*SPARC second cohort*  
*Add one*

The year's cohort averages \$298,000 in annual revenue. Among all of the companies, there are 163 employees.

SPARC was launched in 2017 thanks to generous support from JPMorgan Chase, which recently committed additional support for the 2018 and 2019 programs. In January, JPMorgan Chase doubled funding for Small Business Forward, committing \$150 million for women, minority and veteran-owned small businesses.

“We are very excited to continue this partnership with JPMorgan Chase that is transforming companies in our city. They have shown inspirational commitment to Milwaukee and growth,” said Elmer Moore Jr., executive director of Scale Up Milwaukee.

SPARC's five-session training program teaches owners practical skills to inject growth into their ventures. Taught by a team of expert entrepreneurs from around Milwaukee, SPARC teaches the skills needed for rapid and sustainable growth, resulting in increased revenue, hiring, capital expenditures, and wealth creation.

**About Scale Up Milwaukee:** Scale Up Milwaukee, an initiative of the Greater Milwaukee Committee, advances inclusive economic prosperity in southeastern Wisconsin using entrepreneurial growth as a catalyst for economic development. Scale Up Milwaukee fosters a growth-driven and growth-obsessed region in Milwaukee. Scale Up Milwaukee activities include a membership program for growth ambitious businesses, Growth Accelerator, Meet the Masters, Guide to Growth, and other programs promoting an ambitious and growth focused region.

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