

Column: Cincinnati SCORE guides more women, minorities into business success

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In today's entrepreneurial landscape, owning a business has never been more appealing to those who have passion, creativity and that one great idea, product or service.

When you add tech tools, access to website templates, plus a solid social media presence, it's tempting to think that you have all the ingredients needed to create a successful enterprise.

Anyone who swims in the big pool of small business today knows that building a sustainable business is more complex than that. We all benefit from building our knowledge and relationship base and solving problems with trusted, experienced professionals dedicated to help us.

That's where greater Cincinnati SCORE comes in. SCORE's almost-90 volunteer counselors, who mentor both new and in-business entrepreneurs, help small business owners with all the facets of starting and running a small business. For free.

SCORE counselors not only mentor individual business owners, but organizations working with entrepreneurs, too. SCORE has become embedded in local organizations that support entrepreneurs: MORTAR, which educates and serves Over-The-Rhine entrepreneurs; continues its five-year relationship with Bad Girl Ventures, which provides microloans to new business owners; and Butler Tech and Great Oaks Career Campuses, which focus on technical career training for the young, those new to careers and those who are re-training.