



Strengthening the Small Businesses You Rely On

An Introduction to Next Street

Mayor's Innovation Project, Winter 2026 Meeting



ABOUT NEXT STREET

For more than 20 years, corporations, governments, and philanthropies have hired Next Street to **strengthen the small businesses they rely on.**

We provide **end-to-end solutions** - powered by proprietary technology, broad networks, and deep expertise - for our clients to propel small businesses in their **supply chains and communities.**

We believe that with the right support, America's small business owners – from solo entrepreneurs to advanced suppliers – will be the engines driving **new economic growth** across the country.



Next Street is a certified B Corporation as designated by B Labs. B Corporations are for-profit entities with a social responsibility component, as such Next Street maintains the highest standards for social, employee and environmental performance.

Why Next Street?

	Distinguishing Characteristics	Why It Matters
SMALL BUSINESS EXPERTISE	Wealth of experience conducting research across the country and working directly with more than 10,000 entrepreneurs annually via direct services programs	We have a comprehensive view of the needs of small businesses , and a focus on promoting inclusivity and developing equitable solutions
SOLUTIONS FOCUS	20-year track record of success delivering solutions – not just advice – by more than sixty professionals with experience in consulting, banking, and entrepreneurship	Our integrated teams deliver high quality advice and solutions based on cutting edge research and proprietary knowledge
UNIQUELY CURATED NETWORK	A broad and diverse network of partners and collaborators , including corporations, business service organizations, foundations, government agencies, and financial institutions	We connect the dots across our network to help our clients transform strategies into reality
MISSION & VALUES COMMITMENT	Deep commitment to creating a more inclusive US economy ; we live our founding values of integrity, transparency, excellence, innovation, and equity	We understand how to leverage and remain committed to mission through growth, and we facilitate the difficult conversations to move from ambiguity to alignment



A National Distribution Network and a
Reputation for Solving Problems

Advised \$100B

of the \$200 billion community
development market

851,000

small businesses served
directly, and 4M+ reached
through partners

30+ Cities

assessed and developed
inclusive strategies

1,000+

active relationships with
Trusted Advisors

\$6.3 Billion

redirected to systemically
held-back small businesses

\$10 Billion

in procurement contracts
committed to underserved
entrepreneurs

Next Street is the leading national small
business solutions firm, with a 20-year
history of strengthening small
businesses

A Track Record of Excellence with 500+
Impact Oriented Clients



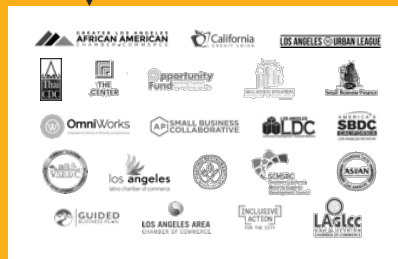
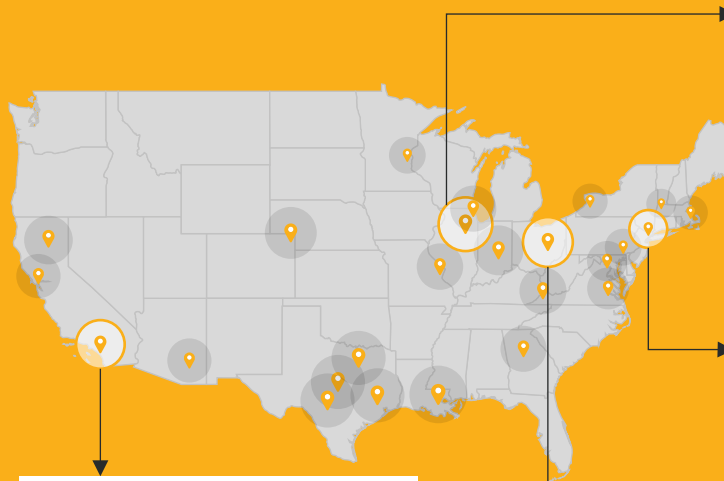
Next Street's Curated Network

Today, Next Street **works with stakeholders** across the small business infrastructure. With 20+ years of experience, we have learned to solve their problems

- Corporations
- Government
- Philanthropies

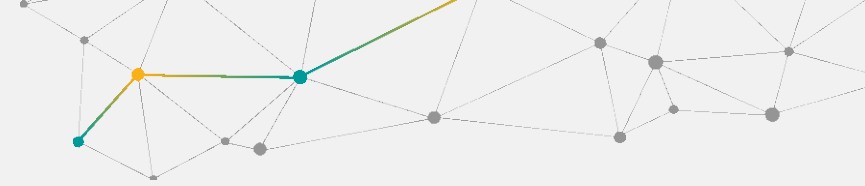
We develop customized solutions for and connect stakeholders across the small business infrastructure

1000+ relationships with Trusted Advisors in 28 markets nationally



- 📍 Trusted Advisors
- 🌐 Advisor Reach

Our Solutions



Solutions for Small Businesses in your Communities

Ecosystem Assessment & Strategies

Understand and Enhance your Small Business Ecosystem and Infrastructure

Small Business Resource Platform

Organize your Ecosystem's Small Business Resources on a Centralized Digital Platform

Solutions for Small Businesses in your Supply Chains

Supply Chain Ecosystem Assessment & Strategies

Understand and Strengthen your Supply Chain or Supplier Ecosystem

Supplier Resource Platform

Organize Supplier Resources into a Centralized Digital Platform

Supplier Success Accelerator

Provide Hands-On Support and Resources to Help Suppliers Pivot, Grow, and Secure Contracts

Solutions for Small Businesses in your Communities

Ecosystem Assessment & Strategies

Gain deep insight into the **local entrepreneurs** in your community as well as the **resources available** to serve them and implement targeted strategies to fill gaps and **support their success**.

KANSAS
COMMERCE



next street

Small Business Resource Platform

Powered by our proprietary technology, bring together **ecosystem-wide small business resources** – from training and personalized advising to capital and connections – on a **centralized digital platform**.



Solutions for Small Businesses in your Supply Chains

Supply Chain Ecosystem Assessment & Strategies

Gain deep insight into the **opportunities and threats** facing **local suppliers** in supply chains and implement comprehensive strategies to **support their success** in navigating new procurement opportunities.



LOS ANGELES AREA
CHAMBER OF COMMERCE

next street

Supplier Resource Platform

Powered by our **proprietary technology** platform, bring together supplier resources, including **training, personalized advising, funding,** and **contract opportunities** together on a centralized digital platform.



Michigan
Hub for
Manufacturers

Supplier Success Accelerator

Powered by our **proprietary technology**, deliver sector-specific programs designed to **accelerate suppliers in key industries** by providing them with personalized diagnostics, growth roadmaps, and tailored access to funding, business advice, and networking opportunities.



Columbus
Urban League

Leadership Team

- We are a passionate team of **65+** across the nation, all of us small business owners, as NXST is **employee owned**
- **87%** of employees are people of color or women
- We lead a for-profit, **anti-racist** organization with a strong **small business-minded** value



Charisse Conanan-Johnson, CFA
CEO

- Fintech small business co-founder
- VP, \$10B Mid-Cap Value Fund, JPMorgan Chase
- Author of *"A Wealthy Girl: 7 Steps to Prosperity, Peace, and Personal Power"*
- Chicago Booth MBA



Betina Chan-Martin
Head of Product

- 20 years of experience building and scaling product organizations
- Led teams at Amazon, Hulu, HitRecord, and Ring



Andi Crawford
Chief Revenue Officer

- More than fifteen years of experience working in community and economic development
- Expertise in regional and local government.



Donald Jones
Chief Growth Officer

- Executive Director, NYC Small Business Services, Business Development Division
- Experience developing public-private partnerships and large-scale small business and entrepreneurship programming
- Columbia MPA



Katie Robins
Chief Strategy & Learning Officer

- Founder of Strategy team at Curriculum Associates
- Experience in public-private partnerships for place-based economic development
- Bain & Company
- Kellogg MBA

Learn more at
www.nextstreet.com

