



### A Note From Our Co-CEOs

As we reflect on the accomplishments of 2024, we are filled with pride and excitement for the future. This year marked a significant milestone for our company as we celebrated our first full year as an employee-owned organization. With the dedication and commitment of our team, we exceeded our impact goals, proudly serving over 200,000 small businesses across the country, from the East Coast to the West. From main street businesses to supplier firms, we have made a tangible difference in communities nationwide, reinforcing our mission to help every small business realize their potential.

Our year culminated in an inspiring in-person offsite in NYC, where we came together to celebrate our shared achievements and set the stage for the future. In 2025—our 20th anniversary—we are energized by the possibilities that lie ahead and remain deeply committed to our mission. We are excited about the opportunities to further extend our reach and impact, and we hope you'll join us on this journey as we continue to grow and thrive together.

*Sam Berg*

Sam Berg  
Co-CEO

*Charisse Conanan Johnson*

Charisse Conanan Johnson  
Co-CEO

*Michel Roth*

Michel Roth  
Co-CEO

### Our Impact In 2024

**204,331**  
Small businesses served

**73%**  
BIPOC or women-owned

**76** Net promoter score

**37** Client projects

**\$9 Million**  
In government contracts to underserved small businesses

**13**  
Cities and regions served



### Since Our Founding

**4 Million**

Small businesses reached through partners

**\$6.3 Billion**

Redirected to systemically held back businesses

**\$10.01 Billion**

In contracts committed to underserved entrepreneurs

**29**

Regional and city-wide small business strategies

**1,000+**

Active relationships with trusted advisors

**“Next Street programs not only help me sustain my business, but also give me access to like-minded business owners and help me expand my knowledge in the areas that I need.”**

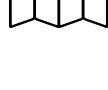
Carolina Villarreal – Founder & CEO, Voz Growth



### A Sampling of Our Work

#### Supporting Suppliers in the Industrial Transformation: State of Michigan

In Michigan, the epicenter of America's automotive industry, the shift towards vehicle electrification and clean energy is reshaping the landscape for businesses across automotive and industrial supply chains. Next Street is partnering on a multifaceted project that involves an in-depth analysis of automotive and industrial supply chains to assess opportunities and threats for local businesses and workers and chart a comprehensive strategy to support small and mid-sized suppliers in navigating Michigan's net-zero transition and the related economic effects.



We have mapped 4,400 supplier facilities in MI and nearly 980,000 employees that would be impacted across the state.

#### Empowering Untapped Entrepreneurs: City of Dayton

The City of Dayton made a commitment to support the growth of its Black and Brown-owned businesses and provide wealth-building opportunities to residents who were excluded or harmed by past policies. As part of that commitment, they engaged Next Street to support the launch of the Inclusive Business Recovery Opportunity Center, a brick-and-mortar business center that will provide support and resources to untapped entrepreneurs.

Our team analyzed the small business ecosystem in Dayton to identify gaps and opportunities and align local stakeholders. We then developed a business plan for the IBROC and are working with the City to identify and secure a host entity.



The Inclusive Business Recovery Opportunity Center will launch in Spring 2025.



#### Creating Opportunity in the Offshore Wind Industry: NYCEDC Offshore Wind and Waterfront Pathways Program

In 2024 Next Street continued to deliver the Offshore Wind and Waterfront Pathways program, supporting diverse-led businesses to participate in the growing OSW industry. The program helps participants become prequalified and competitive for NYC Economic Development Corporation contracts, receive on-site technical assistance, and pivot from adjacent industries into OSW infrastructure work.



To date, we have graduated 42 businesses that have closed more than \$11 million in offshore wind contracts with NYCEDC since completing the program.

#### Centralizing Resources across the Country: Cook County, IL

The Cook County Small Business Source is celebrating 5 years in 2025. Building from a small business ecosystem assessment Next Street conducted in 2018, we launched The Source in partnership with the Cook County Bureau of Economic Development. It brings together 50+ Business Service Organization partners and delivers a digital advising platform, a suite of resources and a grant program.



Since inception, we have served more than 67,000 small businesses.



**“Everything Next Street does is best in class. They really take the time to understand the needs of entrepreneurs and find the best solutions for those. I look forward to seeing what they come up with next.”**

Elizabeth Lewis – CEO and Founder, Brand, Style & Bloom



### Our Team

**87%**  
BIPOC or Women

**44**  
Team volunteer days

**27**  
Countries visited



**54**

Employee owners

**87**

SMEs engaged

### Other Accomplishments

- Launched California Small Business Loan Match, which connected more than 5,432 businesses with more than \$1.4 million in funding
- Established the New Economy: Industrial Supply Chain Forum to support small business participation in the industrial transformation
- Announced the launch of the Get in the Game Initiative to help local LA County small and diverse businesses take advantage of procurement opportunities with the Olympics and other global events
- Published a series of interviews with small business owners around the theme of “identify as an asset”
- Celebrated the one-year anniversary of NXST Scale, our “digital front door” platform that connects small businesses to trusted resources and capital
- Continued our work with the Economic Opportunity Coalition, securing a total of \$10 billion in procurement commitments from member companies
- Awarded 10 grants through our annual Inclusive Impact Committee Grant Program

