



2024-25 OBO ANNUAL IMPACT REPORT

EXPANDING ACCESS
& OPPORTUNITIES
FOR TODAY'S
BUSINESSES



TROJAN
SHOP
LOCAL



USC University Relations
Civic Engagement and Economic Partnerships

OFFICE OF BUSINESS OPPORTUNITY
Expanding access and opportunities for today's businesses

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[website: businessopportunity.usc.edu](https://businessopportunity.usc.edu)

Engagement & Outreach

JUNE 2025



TOTAL BUSINESSES ENGAGED

1500+



ENROLLED IN PROGRAMS

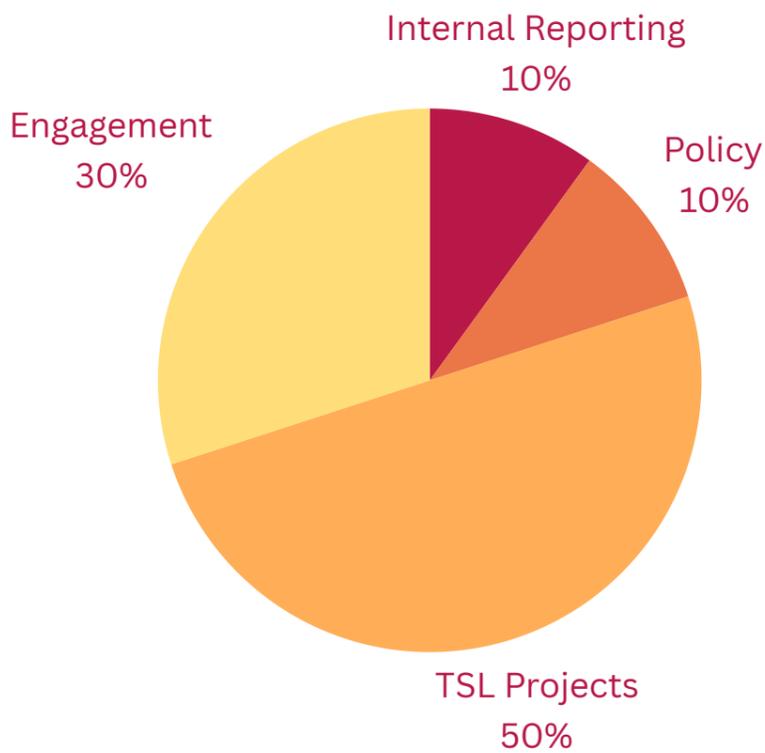
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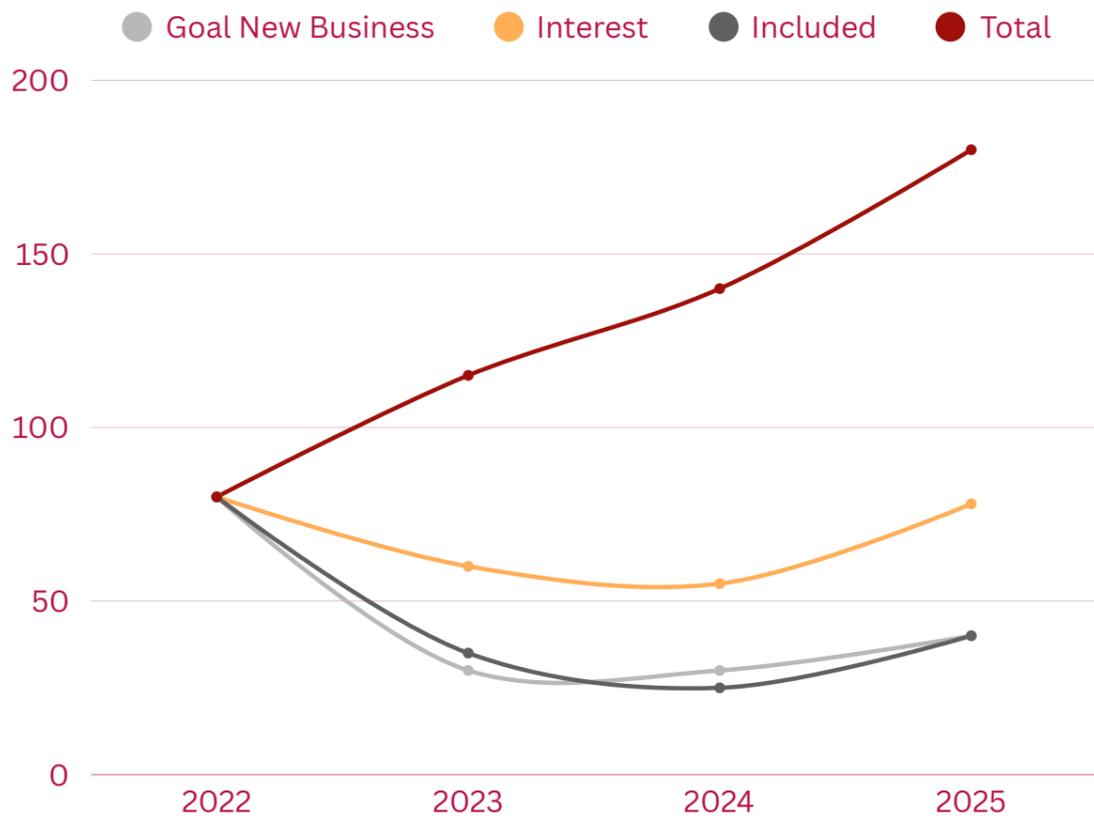
TSL REVENUE FROM USC EVENTS

\$ 100,000+

OBO Priorities



TSL Goals vs Targets



In 2024-25, the Office of Business Opportunity (OBO) continued to advance its mission of fostering inclusive, sustainable, and growth-oriented pathways for small and local businesses across Los Angeles County. Through strategic partnerships, technical assistance, and institutional policy alignment, OBO expanded its impact across the USC ecosystem and the broader regional business landscape.

Initiatives

Supplier Engagement & Inclusion: Aligned with USC's procurement ecosystem to further operationalize equitable access for small and local suppliers. This included hosting the Annual ACCESSC Summit and publishing internal and external tools to guide inclusive sourcing practices.

Policy Advancement: Continued development and internal vetting of the university's supplier opportunity framework, emphasizing outreach, engagement, and decision-making to increase local and underutilized supplier participation.

Capital Ecosystem Collaboration: Worked closely with partners such as an MBDA sponsored Southern California Entrepreneur Ecosystem (SCEE), the Los Angeles Chamber of Commerce Get-In-the-Game program, Banks and regional CDFIs, to connect small businesses with tailored capital and procurement solutions, especially those small businesses transitioning to strategic expansion.

Supplier Development Programs: Developed executive leadership and technical assistance programs to focus heavily upon sustainable growth, focusing on established small businesses. Participants engaged in deep-dive sessions on strategic goals, problem solving, team management, financial infrastructure, procurement readiness, and contracting strategies.



TSL End of Year Recap Video