

EVALUATION REPORT

DOING BUSINESS IN ALABAMA

POWERED BY IGNITE!

Quarter 1 Report

December 1, 2020 – March 31, 2021

Evaluator:



KNOW BETTER. DO BETTER. BE BETTER.
(KBDB3), LLC

EXECUTIVE SUMMARY

IGNITE! Alabama is a holistic and supportive ecosystem designed to educate and bridge communication gaps between organizations, service providers, and minorities within the State of Alabama, especially African American and Female Business Owners. The mission is to ensure that minorities stay informed, have a clear understanding, and receive access to Federal, State, and Local Funding, as well as resources and technical assistance needed to competitively compete, succeed, and excel in their business operation.

The IGNITE! “Doing Business in Alabama” (DBIA) Minority Business Training Pilot Project is designed to provide solutions to close the gap in economic inequality and barriers to entry experienced by women and minority business owners, entrepreneurs, and nonprofit leaders. Quarter 1 of the IGNITE! DBIA Project saw tremendous success in regard to project goals being met, partnerships that were established and useful lessons learned. Even in the middle of a pandemic DBIA Alabama was able to host thriving virtual events with greater than anticipated participation and build support among community partners who will assist in furthering the goals of IGNITE! DBIA project and the expansion of other opportunities for future growth.

DBIA PARTNERSHIPS

The IGNITE! DBIA Project encourages and supports the development of strategic business partnerships that allow small businesses the opportunity to grow their customer base and improve their business. We believe it is also important to form a partnership agreement with an organization whose corporate goals and values augment our own.

The right partnership could mean that your business will have increased access to new products, reach new markets, increase customer loyalty and reduce your burden of managing everything on your own. Additionally, it might also provide access to a lot more resources.

- Collaboration with Balch and Bingham on a “Balch Boost Program” where 50 FREE Hours of Legal Services for DBIA Minority Business Owners is provided for those making less than \$400,000 per year.
- Innovation Depot: Technology Business Development Services
- LaJean Investment Group, LLC: Salesforce Build and Implementation Oversight, Forensic Financial Analysis Oversight, and DBIA Executive Level Business Coaching
- Phenomenal Management Partners (PMP): DBIA Government and Corporate Contracting Coach
- SCORE Alabama: Business Mentors
- University of Alabama – Culverhouse School of Business: Counting US! Minority Business, Entrepreneur, and Nonprofit Leader Statewide Count and Outreach
- Woodlawn Foundation: Homeownership and Financial Literacy Classes

IGNITE! DBIA FIRST QUARTER FINANCING & SPENDING

During this first quarter, Doing Business in Alabama secured a \$307,500 in-kind support, and has spent a total of \$108,196.99 in cash. Of that total, \$70,832.18 was spent with black owned businesses, \$22,962.80 on non-black owned businesses and \$14,402.01 spent on personnel. Of the \$70,832.18 spent with black owned businesses; \$46,405.46 was spent with Alabama black businesses and \$24,426.72 was spent with black owned businesses outside of the state of Alabama. Eleven requests for additional funding in the amount of \$2,646,750.00 has been requested during this first quarter of the project from local banking institutions, corporations and grants. To date out of the eleven requests, three have made a commitment and eight are pending.

IGNITE! DBIA ACCOMPLISHMENTS

1. Launch of a New Website, Social Media Campaign(s) to include Facebook & Text Messaging and a DBIA Monthly Calendar.
2. Defining the IGNITE! DBIA Virtual Audience and devising an effective quantitative and qualitative evaluation plan that includes the following:
 - **Program Participant:** Officially registering individuals in the DBIA Minority Business Training Program where success will be measured through participant's completion of:
 - Forensic Financial Analysis
 - Individualized Business Action Plans
 - Pre and Post Surveys
 - **Attendee:** Individuals/Viewers who participate in events via FB Live and/or YouTube with whom we will collect basic demographic data (*email, race, gender, ethnicity, age range, education, and zip code*)
3. 161 DBIA program participants successfully on-boarded from the following target areas:
 - Birmingham – 127
 - Huntsville - 06
 - Mobile – 10
 - Montgomery - 02
 - Tuscaloosa – 02
 - Black Belt - 04
 - Other - 10
4. Salesforce CRM system customized and employed to improve DBIA program data collection, reporting, and overall efficiency.
5. Collaboration and financial support by the Alabama Small Business Development Center to pay for direct payments to Financial Coaches utilized to execute IGNITE!'s signature Forensic Financial Analysis and Individualized Business Action Plans.
6. Successful launch of “Counting US!” the official DBIA Outreach Component and a statewide coordinated count of Alabama Minority Business Owners, Entrepreneurs, and Nonprofit Leaders.

IGNITE! DBIA CHALLENGES

Unfortunately, most DBIA program participants left their previous jobs with a hope, dream, and aspiration of becoming business owners, but what they have done, while certainly not the intent, is created another “job” for themselves with lots of stress and little or no benefits. So, our greatest and continuous challenge has been fostering a mindset where Alabama Minority Small Business Owners, Entrepreneurs, and/or Nonprofit Leaders understand the necessity of transitioning from an “employee” of their businesses to functioning as the true CEO.

Therefore, in addition to intensive technical assistance and navigation, the IGNITE! Team strives daily to help DBIA Program Participants understand the process of Doing Business in Alabama and the vitality of working *on* their businesses, instead of working *in* their business to include but not be limited to:

- Creating and utilizing Business Plans and Budgets
- Properly and honestly filing taxes
- Establish / maintain business bank accounts and NOT co-mingling funds
- Establishing payroll and hiring employees, beginning with themselves
- Succession Planning

FIRST QUARTER ACTIVITIES

During the first quarter IGNITE! DBIA conducted a total of fifteen (15) educational, motivational, technical assistance, informational and outreach activities with views of approximately sixteen thousand six hundred and ninety-four (16,694). Due to the Coronavirus Pandemic, these activities were conducted virtually.

There were seven (7) educational sessions, of which one (1) was held monthly during January 2021 and February 2021 with a total of seven hundred twenty-four (724) views. There were four (4) educational sessions held weekly over a period of nineteen (19) weeks during January 2021, February 2021 and March 2021 with a total of seven thousand two hundred three (7,203) views. Also, there were two (2) annual educational sessions conducted during the first quarter in February 2021 with views totaling three thousand three hundred forty-three (3,343).

IGNITE! DBIA conducted two (2) Motivational Workshops as one-time events in February 2021 for a total of seven hundred twenty-five (725) views.

Three (3) technical assistance master classes were held in March 2021 with a total of nine hundred twenty-two (922) views.

Of the fifteen (15) activities two (2) were Informational and Outreach sessions conducted one time for a total of three thousand five hundred (3,500) views. There was one (1) Informational and Outreach session conducted monthly that had two hundred seventy-seven (277) views. These sessions were conducted in January 2021 and February 2021.

| Type of Event/Activity | Number of Events/Activity | Number of Views/Contacts |
|-----------------------------------|---------------------------|--------------------------|
| Educational | 7 | 11,270 |
| Motivational | 2 | 725 |
| Technical Assistance | 3 | 922 |
| Informational and Outreach | 3 | 3,777 |
| Total | 15 | 16,694 |

FIRST QUARTER GOALS MET

The first quarter was used to begin the initiation phase of the IGNITE DBIA project. Promotion of the project was conducted during Informational, and Outreach Sessions conducted virtually. Potential project participants were identified along with collaborative partners.

As it relates to the goals set for **Accessing Business Networks** IGNITE! DBIA has worked hard to create the groundwork for establishing accountability locally and statewide by identifying potential partnerships and developing processes for working collaboratively. These partnerships have led to new opportunities, training and workshops for business conducted by IGNITE! Alabama. Facilitating webinars and workshops that discuss factors influencing the **Growth Industry**, such as new technology and harnessing creativity will allow for future discussions on policy changes on the local, state and federal levels. IGNITE! DBIA, as a result, has created and begun disseminating Preparedness Checklists for participants to use to access their state of preparedness.

| Goals Met | DBIA Minority Business Training Pilot Project GOALS | | TOTAL AS OF MARCH 31, 2021 | GOAL ACHIEVED | |
|--|---|----------------|----------------------------|---------------|----|
| | ANNUAL | QUARTER I (Q1) | Q1 TOTAL | YES | NO |
| Doing Business in Alabama (DBIA) Program Participants | 500 | 125 | 161 | x | |
| Doing Business in Alabama (DBIA) Attendees | 30,000 | 7500 | 13,335 | x | |
| DBIA Fundraising CASH | 500,000 | 125,000 | 48,500 | | x |
| ACCESS TO CAPITAL: | | | | | |
| 10% or more DBIA Participants secure a contract <u>OR</u> Grant | 50 | 13 | | | |
| 30% or more DBIA Participants will Secure a Business Loan | 150 | 38 | | | |
| 5% or more DBIA Participants will have a Scalable Business | 25 | 7 | | | |
| 50% Higher Sales & Profits of the Business | 250 | 63 | | | |
| 30% or more DBIA Participants increase Staff within the Business | 150 | 38 | | | |

NEW TOOLS CREATED

Having the right tools is imperative to the growth and success of any business in reaching and completing the mission, vision and goals of the organization. The right tools allow employees, staff, volunteers, partners and contractors to know what is expected of them, what's required to complete their task efficiently and provide needed direction, instruction and information for effective communication, and to facilitate company business processes. During the first quarter the following tools/documents were created:

- **DBIA Coach Agreement** – DBIA Coach agreement to include confidentiality, program rules, responsibilities, and expectations
- **Employment Contract**
- **Forensic Financial Analysis Intake Form** – Assessment Tool to identify DBIA Program Participants deficiencies
- **Independent Contractor Agreement** – DBIA Independent Contractor agreement to include Confidentiality, Rules, Responsibilities, and Expectations.
- **Individualized Business Action Plan Template** – DBIA Program Participant Roadmap to Success.
- **Nondisclosure Agreement** – Confidentiality Agreement signed by IGNITE! Board, Advisory Council, Coalition Members, Staff, and Volunteers to protect DBIA Program Participant privacy and data.
- **DBIA Program Participant Agreement** – Program Participant Confidentiality, Rules, Responsibilities, and Expectations
- **Volunteer Agreement** – Volunteer Rules, Responsibilities, and Expectations as it relates to confidentiality and service.
- **Qualtrics Participant Survey**

SURVEY RESULTS

Know Better. Do Better. Be Better. (KBDB3), LLC created an online survey using Qualtrics and shared the evaluation link with the Doing Business in Alabama Project team. Seventy-eight participants responded to the survey. Four of these participants did not complete the survey, so their responses are not included in these results. The response rate of usable data from the survey was 94.8% (74 out of 78).

Participants were asked demographic questions at the beginning of the survey. 74% (55 out of 74) were female, and 23% (17 out of 74) were male. 1.4% (1 out of 74) identified as a transgender female. More than one-third of participants are in the age range 41 – 56 years old. Another 23% are between 26 – 40 years old, and 20.3% were between 29 – 39 years old. 16.2% (12 out of 74) participants were at least 57 – 75 years old, while two (2) participants were between the ages of 18 – 24 years old.

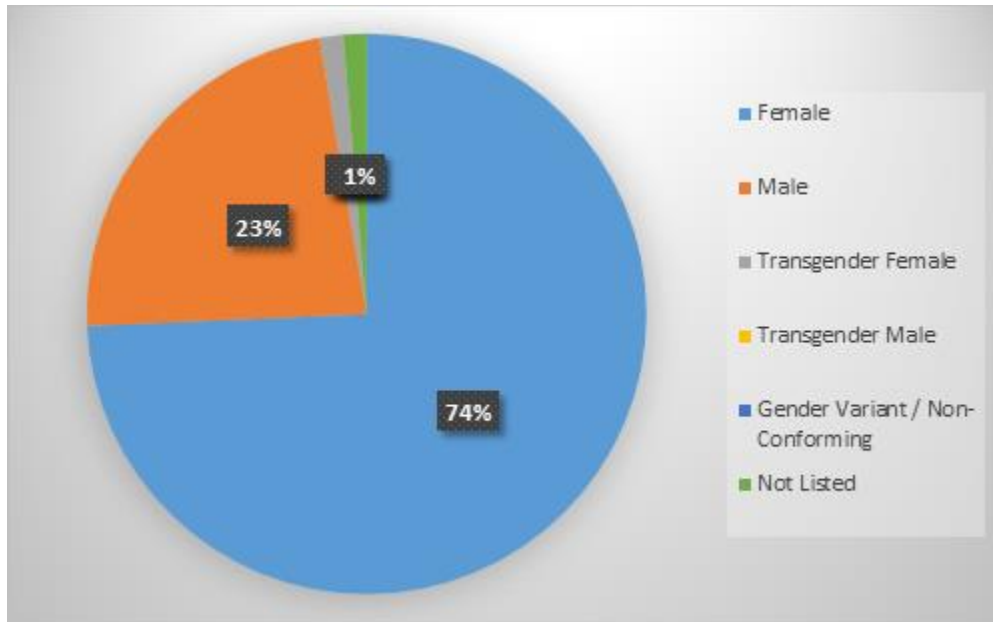
Of the 71 participants who answered the survey questions about their race, African Americans made up 96% (71 out of 74). Less than 2% are Hispanic. The person who identified as Hispanic or Latino, further identified as Mexican, Mexican American/Chicano in follow-up ethnicity question. More than half, 67.5% (50 out of 74) of survey participants had at least completed a trade school certification. 20.2% (15 of 74) had a High School Diploma or GED.

Below are the Quarter 1 survey results for providing opportunities for the participants to be successful in their Business.

- 100% of participants were at least satisfied or very satisfied with the overall level of satisfaction with the Doing Business in Alabama Activity Project (74 out of 74)
- 75.7% of participants were extremely satisfied with the agenda format (56 of 74)
- 71.6% of participants were extremely satisfied with the facilitation (53 out of 74)
- 75.7% of participants were extremely satisfied with the agenda format (56 of 74)
- 75.7% of participants were at least somewhat satisfied or extremely satisfied with the networking time (56 out of 74)
- 77.0% of participants were at least somewhat satisfied or extremely satisfied with the time for sessions (57 out of 74)
- 81.0% of participants were at least somewhat satisfied or extremely satisfied with time for questions (60 out of 74)
- 77.0% of participants were at least somewhat satisfied or extremely satisfied with time for questions (57 out of 74)
- 74.0% of participants were at least somewhat satisfied or extremely satisfied with time skills training sessions (57 out of 74)
- 81.0% of participants were at least somewhat satisfied or extremely satisfied with time skills training sessions (60 out of 74)

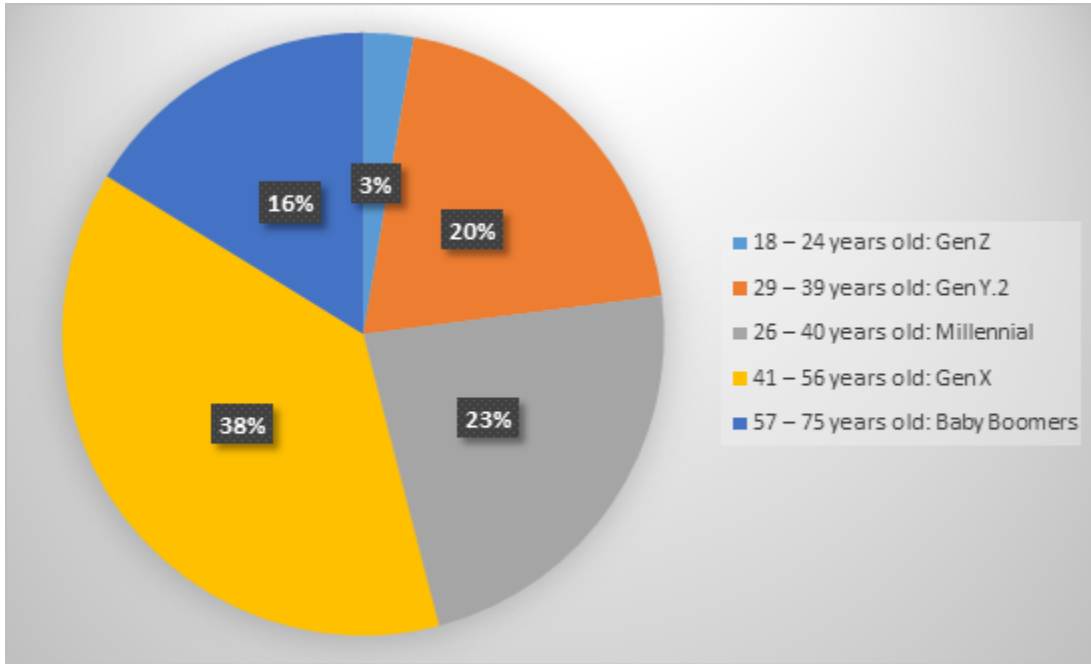
APPENDIX

Table 1: GENDER IDENTITY



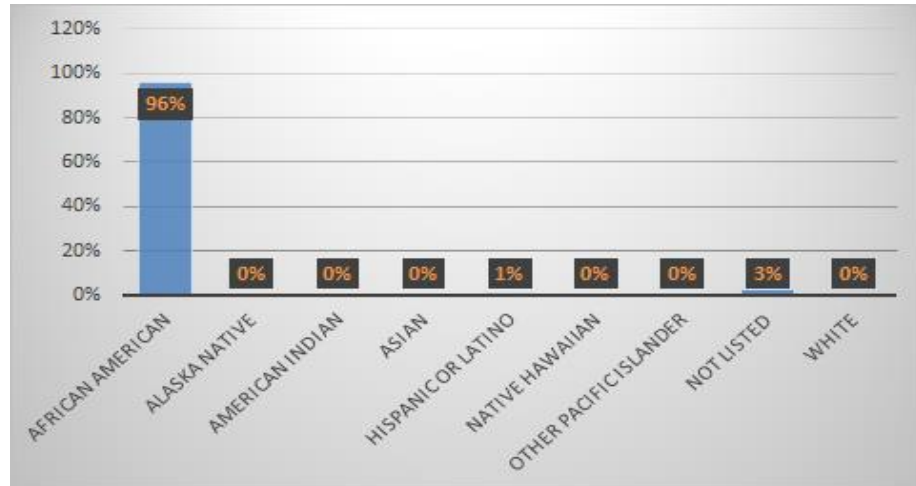
| Categories | Frequency | Percentage |
|---------------------------------|-----------|----------------|
| Female | 55 | 74.3 % |
| Male | 17 | 23.0 % |
| Transgender Female | 1 | 1.4 % |
| Transgender Male | 0 | 0.0 % |
| Gender Variant / Non-Conforming | 0 | 0.0 % |
| Not Listed | 1 | 1.4 % |
| Total | 74 | 100.0 % |

Table 2: AGE RANGE



| Categories | Frequency | Percentage |
|--|-----------|----------------|
| 18 – 24 years old: Gen Z | 2 | 2.7 % |
| 29 – 39 years old: Gen Y.2 | 15 | 20.3 % |
| 26 – 40 years old: Millennial | 17 | 23.0 % |
| 41 – 56 years old: Gen X | 28 | 37.8 % |
| 57 – 75 years old: Baby Boomers | 12 | 16.2 % |
| Total | 74 | 100.0 % |

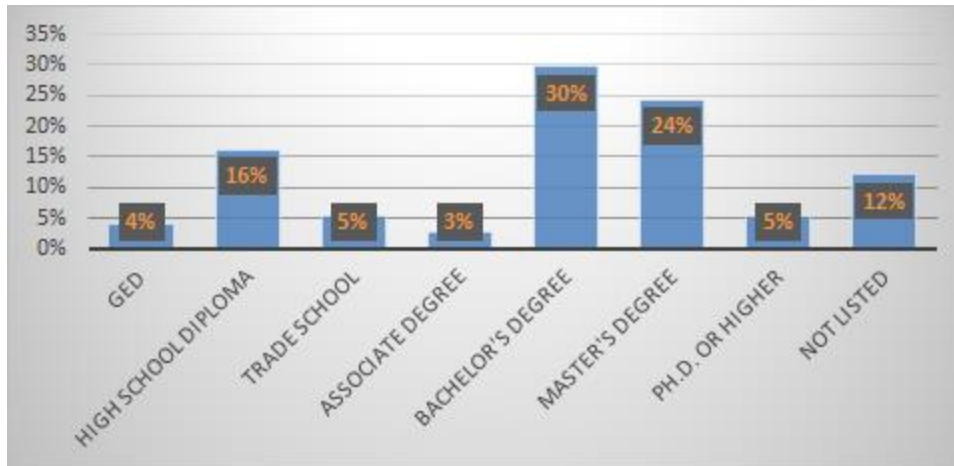
Table 3: RACIAL IDENTITY



| Categories | Frequency | Percentage |
|-------------------------------|-----------|----------------|
| African American | 71 | 95.9 % |
| Alaska Native | 0 | 0.0 % |
| American Indian | 0 | 0.0 % |
| Asian | 0 | 0.0 % |
| Hispanic or Latino* | 1 | 1.4 % |
| Native Hawaiian | 0 | 0.0 % |
| Other Pacific Islander | 0 | 0.0 % |
| Not Listed | 2 | 2.7 % |
| White | 0 | 0.0 % |
| Total | 74 | 100.0 % |

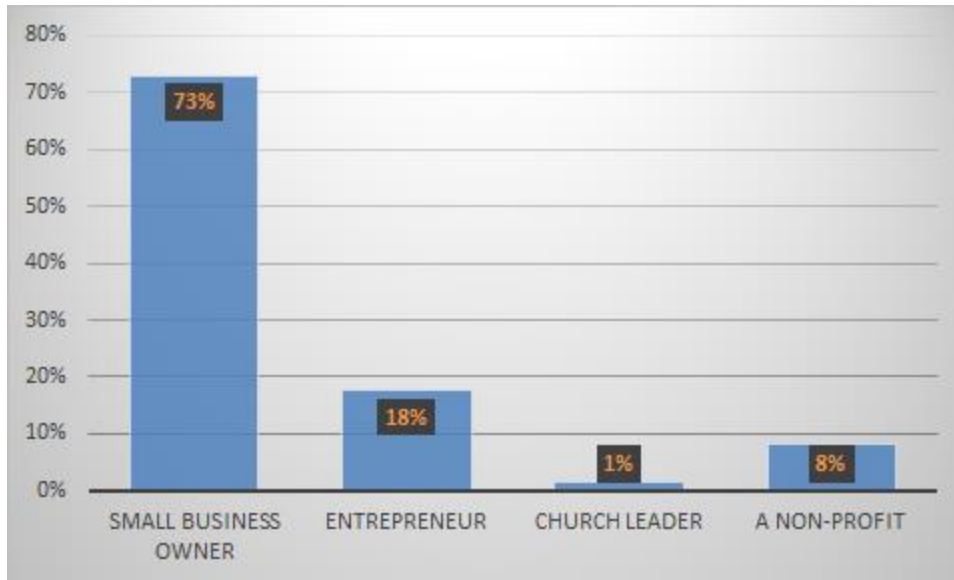
* The person who identified as Hispanic or Latino, further identified as Mexican, Mexican American/Chicano in follow-up ethnicity question.

Table 4: EDUCATION



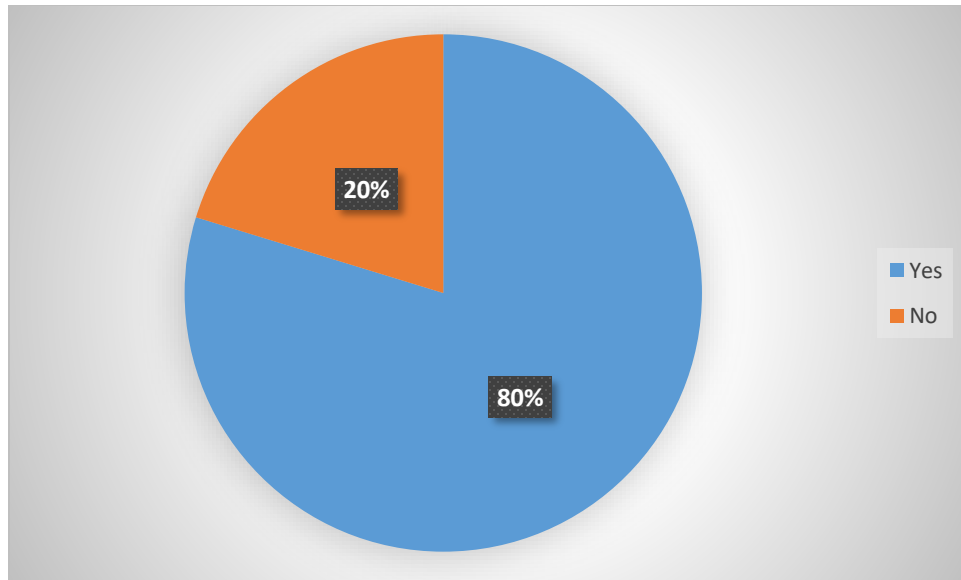
| Categories | Frequency | Percentage |
|---------------------|-----------|----------------|
| GED | 3 | 4.1 % |
| High School Diploma | 12 | 16.2 % |
| Trade School | 4 | 5.4 % |
| Associate Degree | 2 | 2.7 % |
| Bachelor's Degree | 22 | 29.7 % |
| Master's Degree | 18 | 24.3 % |
| Ph.D. or higher | 4 | 5.4 % |
| Not Listed* | 9 | 12.2 % |
| Total | 74 | 100.0 % |

Table 5: BUSINESS IDENTITY



| Categories | Frequency | Percentage |
|----------------------|-----------|------------|
| Small Business Owner | 54 | 72.9 % |
| Church Leader | 1 | 1.4 % |
| Entrepreneur | 13 | 17.6 % |
| Non-Profit | 6 | 8.1 % |
| Total | 74 | 100.0 % |

Table 6: LICENSED BUSINESS



| Categories | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Yes | 59 | 79.7 % |
| No | 15 | 20.3 % |
| Total | 74 | 100.0 % |

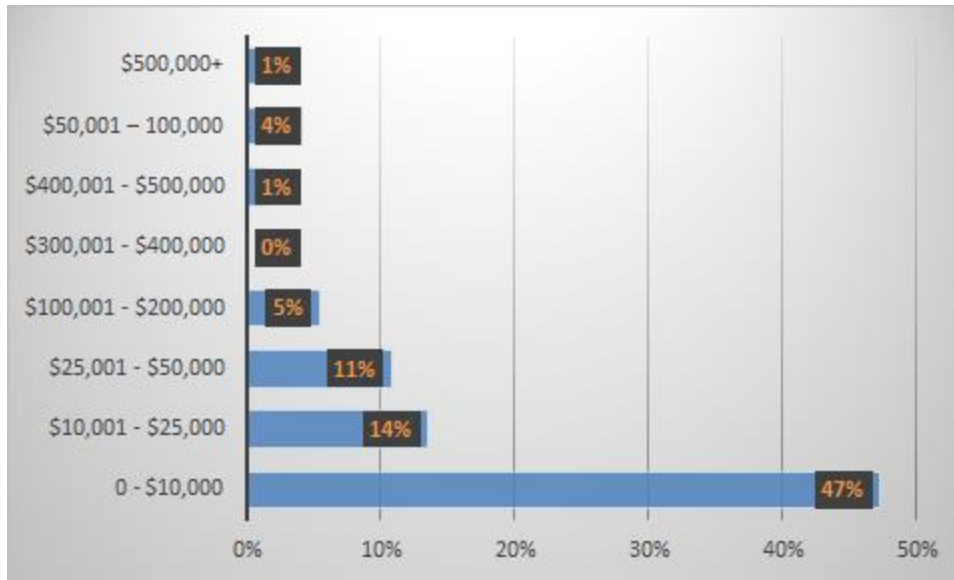
Table 7: HOW COVID-19 CRISIS HAS IMPACTED BUSINESSES OR NONPROFITS

| Response | Frequency of Response >1 |
|---|------------------------------------|
| All of the above – (LOSS OF REVENUE, DECREASED OPERATIONS, LOSS OF STAFF, SPACE) | 6 |
| A lot | |
| Covid-19 has impacted our business more positively than negatively. We have been able to revamp and make changes | |
| Clientele | |
| Decrease in Operations | 6 |
| Decrease in Operations and Loss of Staff | 2 |
| Decrease in Operations and Change in Programming | |
| Decrease in Operations and Loss of Revenue | 3 |
| Decrease in Revenue – (i.e., approximately 15%) | 2 |
| Decrease and Eliminated Face-to-Face with Clients | |
| Loss of Profit/Revenue | 11 |
| Loss of Revenue and Clients | |
| Loss of Revenue and Staff | |
| Had to close for over 2 months | 2 |

| | |
|--|----------|
| Startup of company/just getting started | 3 |
| Covid-19 helped to get name out there and bring in new customers | |
| Cancelations of events led to incomplection of projected custom garments for clients | |
| Closed first business and restructured new online business | |
| Childcare business decreased as parents took children out of daycare (fear of kids catching coronavirus) – lost revenue. Not regained business and now it is hard to pay bills and see doctors. | |
| I was not able to open my business as expected due to COVID extended delivery timeframes. | |
| I’m no longer having in person appointments. Most appointments are now virtual. | |
| Increased it | |
| Slowed down my appointments | |
| Lack of work due to not hosting Pop-up shop events | |
| Not applicable | 3 |

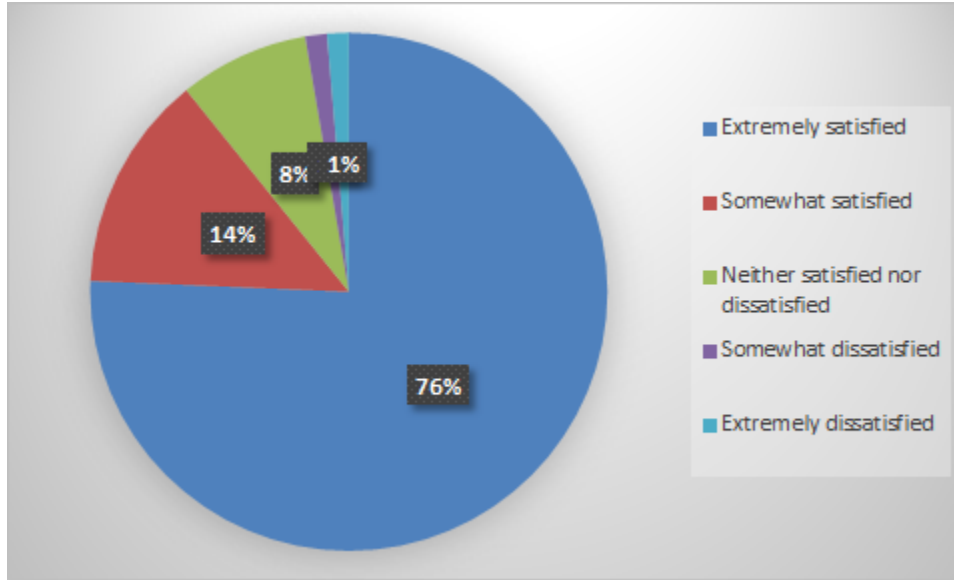
*COVID-19 presented challenges for many businesses. Many businesses saw a decrease in portions of their business either in operations, staff, clientele, and/or revenue. Some businesses were restructured; some had just begun and some closed for a period of time while some businesses saw growth and potential amid the pandemic. One participant summed up the challenges by referring to it as a snowball effect, impacting one aspect of business operation which leads to another and another and another.

Table 8: PARTICIPANTS 2020 BUSINESS REVENUE



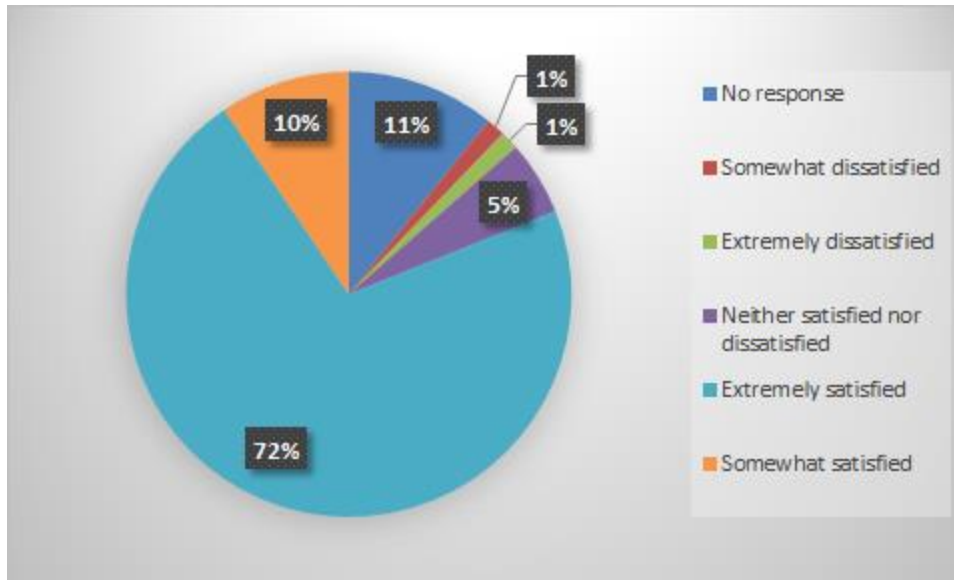
| Categories | Frequency | Percentage |
|------------------------------|-----------|---------------|
| 0 - \$10,000 | 35 | 47.3% |
| \$10,001 - \$25,000 | 10 | 13.5% |
| \$25,001 - \$50,000 | 8 | 10.8% |
| \$50,001 - 100,000 | 3 | 4.1% |
| \$100,001 - \$200,000 | 4 | 5.4% |
| \$200,001 - \$300,000 | 0 | 0.0% |
| \$300,001 - \$400,000 | 0 | 0.0% |
| \$400,001 - \$500,000 | 1 | 1.4% |
| \$500,000+ | 1 | 1.4% |
| Not Applicable | 12 | 16.2% |
| Total | 74 | 100.0% |

**Table 9: SATISFACTION WITH THE AGENDA
(FORMAT PRESENTATIONS, CONCURRENT SESSIONS ...)**



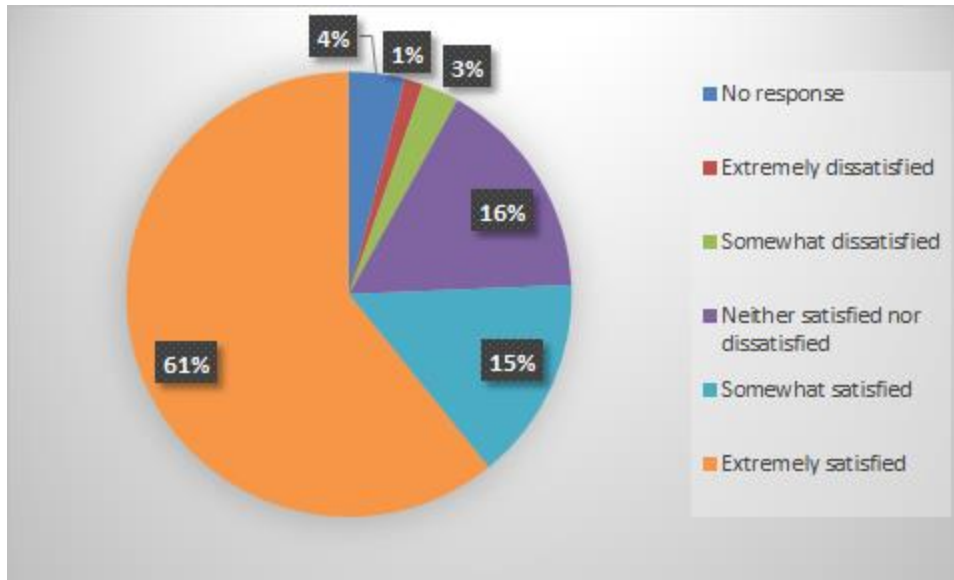
| Categories | Frequency | Percentage |
|------------------------------------|-----------|---------------|
| Somewhat dissatisfied | 1 | 1.4% |
| Extremely dissatisfied | 1 | 1.4% |
| Neither satisfied nor dissatisfied | 6 | 8.1% |
| Extremely satisfied | 56 | 75.7% |
| Somewhat satisfied | 10 | 13.5% |
| Total | 74 | 100.0% |

Table 10: FACILITATION



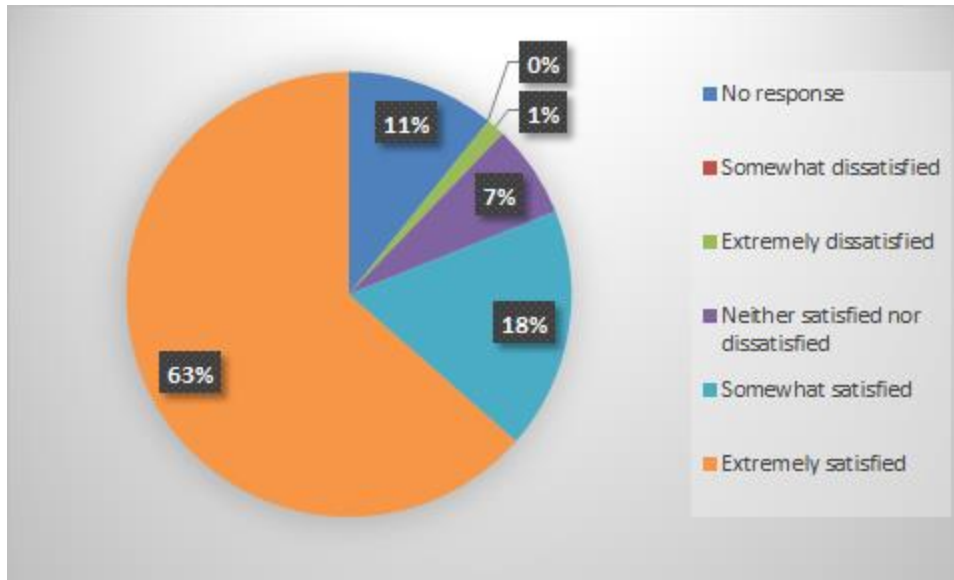
| Categories | Frequency | Percentage |
|------------------------------------|-----------|---------------|
| No response | 8 | 10.8% |
| Somewhat dissatisfied | 1 | 1.4% |
| Extremely dissatisfied | 1 | 1.4% |
| Neither satisfied nor dissatisfied | 4 | 5.4% |
| Somewhat satisfied | 7 | 9.5% |
| Extremely satisfied | 53 | 71.6% |
| Total | 74 | 100.0% |

Table 11: NETWORKING TIME



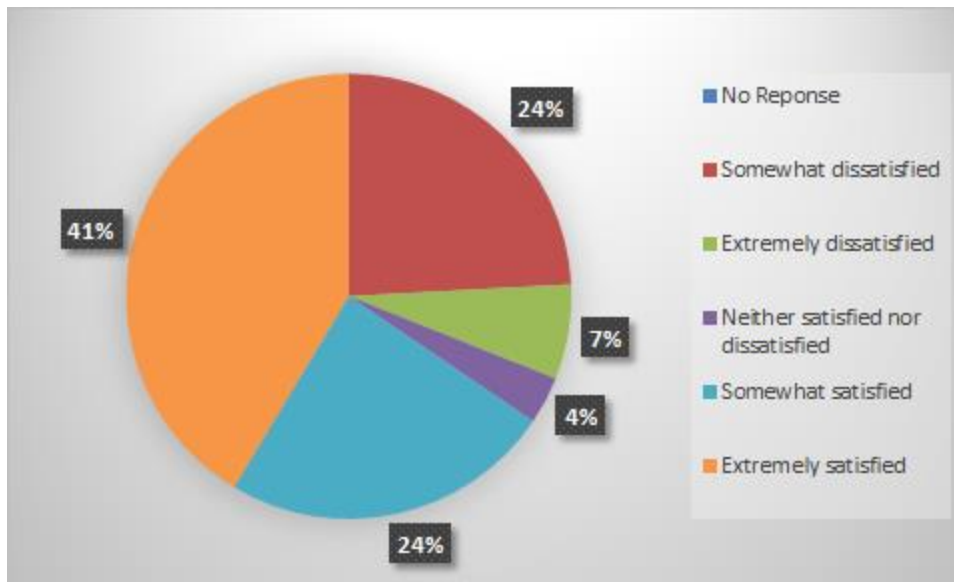
| Categories | Frequency | Percentage |
|------------------------------------|-----------|---------------|
| No response | 3 | 4.1% |
| Somewhat dissatisfied | 2 | 2.7% |
| Extremely dissatisfied | 1 | 1.4% |
| Neither satisfied nor dissatisfied | 12 | 16.2% |
| Somewhat satisfied | 11 | 14.9% |
| Extremely satisfied | 45 | 60.8% |
| Total | 74 | 100.0% |

Table 12: TIME FOR QUESTIONS



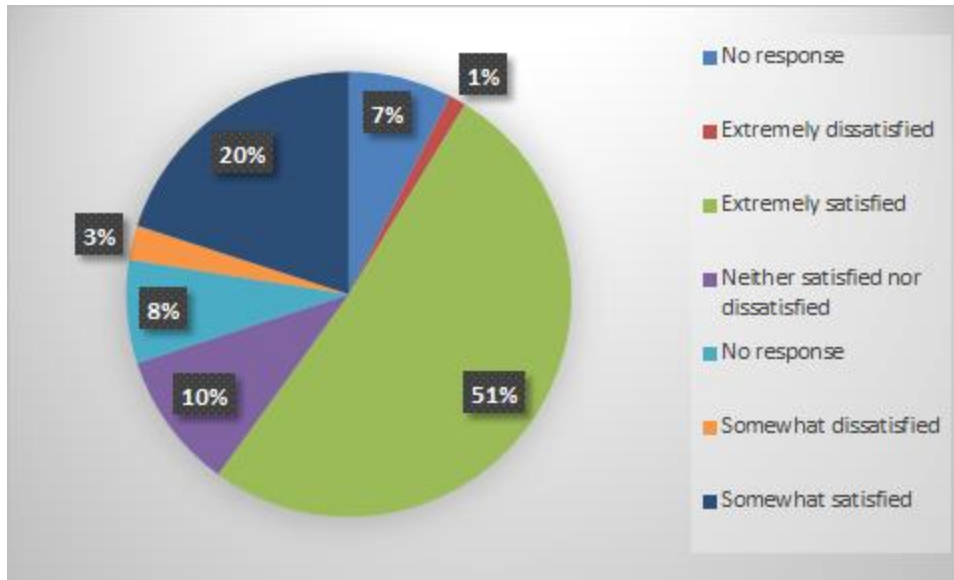
| Categories | Frequency | Percentage |
|------------------------------------|-----------|-------------|
| No response | 8 | 10.8% |
| Somewhat dissatisfied | 0 | 0.0% |
| Extremely dissatisfied | 1 | 1.3% |
| Neither satisfied nor dissatisfied | 5 | 6.7% |
| Somewhat satisfied | 13 | 17.6% |
| Extremely satisfied | 47 | 63.5% |
| Total | 74 | 100% |

Table 13: SCHEDULE (TIMING OF SESSIONS, ETC.)



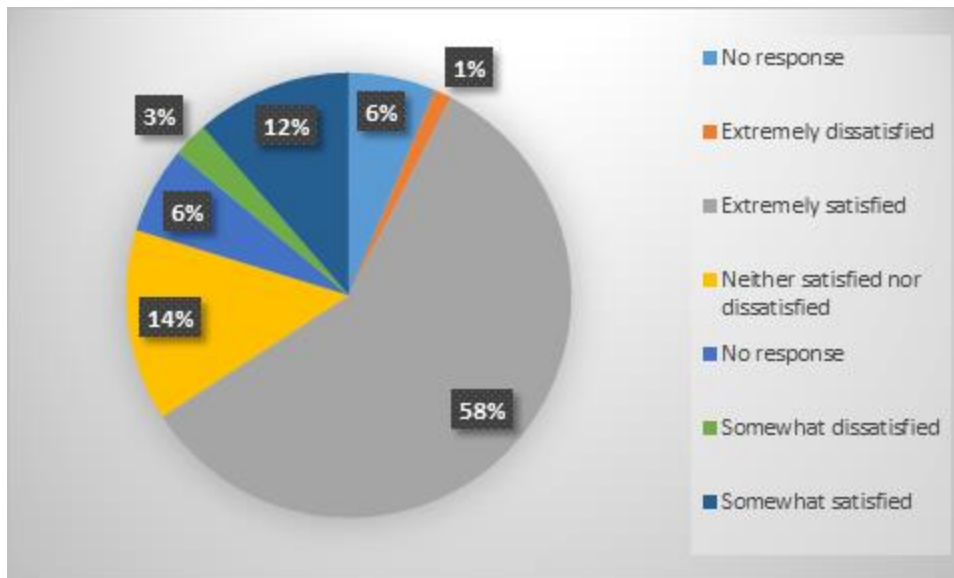
| Categories | Frequency | Percentage |
|------------------------------------|-----------|-------------|
| No Response | 7 | 9.4% |
| Somewhat dissatisfied | 2 | 4.0% |
| Extremely dissatisfied | 1 | 1.3% |
| Neither satisfied nor dissatisfied | 7 | 9.4% |
| Somewhat satisfied | 12 | 16.2% |
| Extremely satisfied | 45 | 60.8% |
| Total | 74 | 100% |

Table 14: TAKE HOME RESOURCES



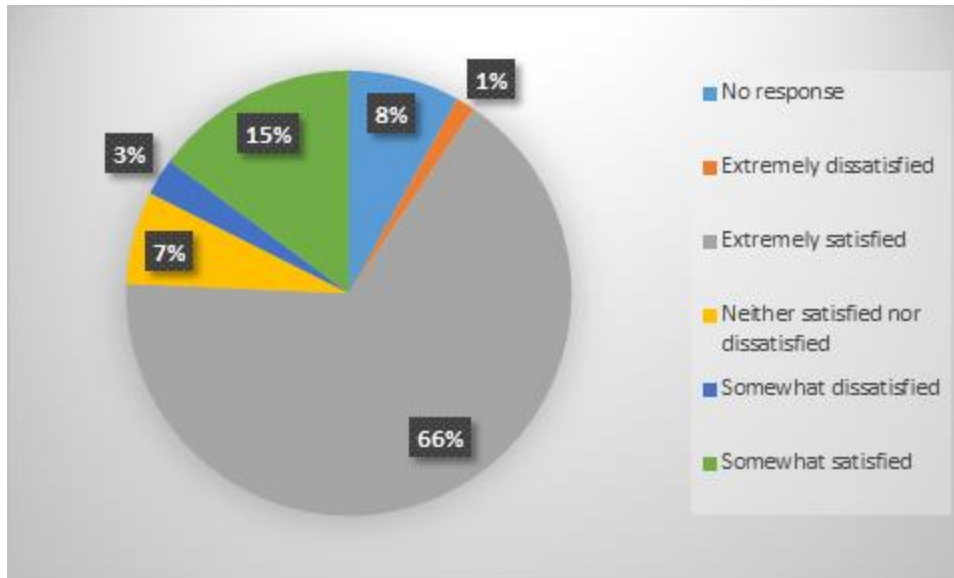
| Categories | Frequency | Percentage |
|------------------------------------|-----------|---------------|
| No response | 6 | 8.1% |
| Somewhat dissatisfied | 2 | 2.7% |
| Extremely Dissatisfied | 1 | 1.4% |
| Neither satisfied nor dissatisfied | 8 | 10.8% |
| Somewhat satisfied | 16 | 21.6% |
| Extremely satisfied | 41 | 55.4% |
| Total | 74 | 100.0% |

Table 15: SKILLS TRAINING SESSIONS



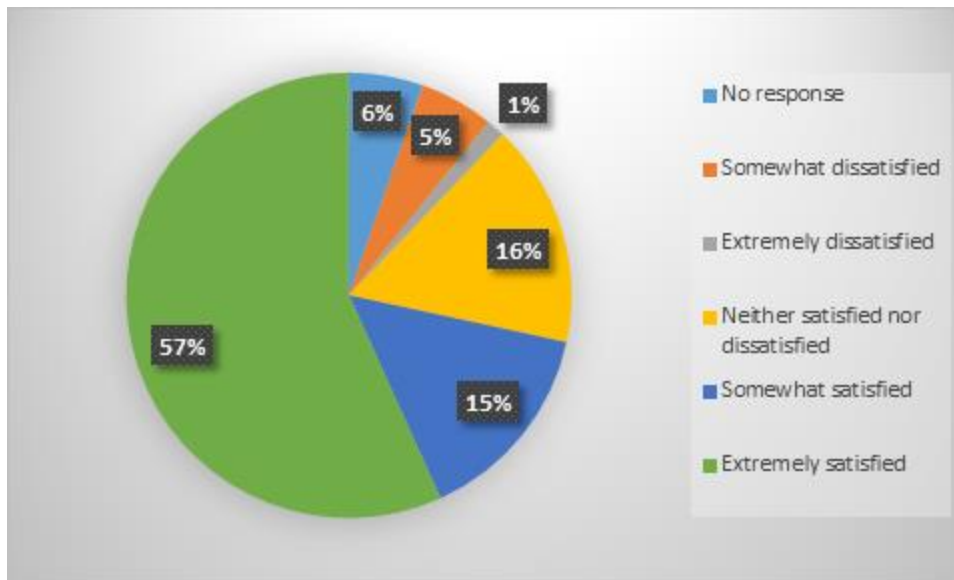
| Categories | Frequency | Percentage |
|------------------------------------|-----------|---------------|
| No response | 5 | 6.8% |
| Somewhat dissatisfied | 2 | 2.7% |
| Extremely dissatisfied | 1 | 1.4% |
| Neither satisfied nor dissatisfied | 11 | 14.9% |
| Somewhat satisfied | 9 | 12.2% |
| Extremely satisfied | 46 | 62.2% |
| Total | 74 | 100.0% |

Table 16: KEYNOTE PRESENTATIONS



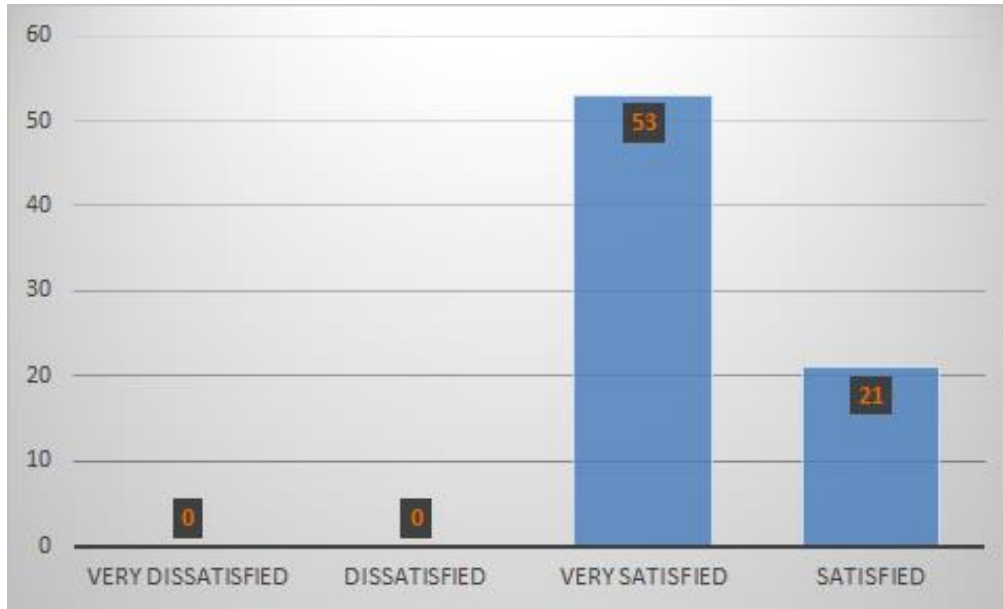
| Categories | Frequency | Percentage |
|------------------------------------|-----------|---------------|
| No response | 6 | 8.1% |
| Somewhat dissatisfied | 2 | 2.7% |
| Extremely dissatisfied | 1 | 1.4% |
| Neither satisfied nor dissatisfied | 5 | 6.8% |
| Somewhat satisfied | 11 | 14.9% |
| Extremely satisfied | 49 | 66.2% |
| Total | 74 | 100.0% |

Table 17: SMALL GROUP SESSIONS/WORKSHOPS



| Categories | Frequency | Percentage |
|------------------------------------|-----------|---------------|
| No response | 4 | 5.4% |
| Somewhat dissatisfied | 4 | 5.4% |
| Extremely dissatisfied | 1 | 1.4% |
| Neither satisfied nor dissatisfied | 12 | 16.2% |
| Somewhat satisfied | 11 | 14.9% |
| Extremely satisfied | 42 | 56.8% |
| Total | 74 | 100.0% |

Table 18: SATISFACTION WITH THE DBIA ACTIVITY PROJECT



| Categories | Frequency | Percentage |
|-------------------|-----------|---------------|
| Very dissatisfied | 0 | 0.0% |
| Dissatisfied | 0 | 0.0% |
| Very satisfied | 53 | 71.6% |
| Satisfied | 21 | 28.4% |
| Total | 74 | 100.0% |

Table 19: DBIA PARTICIPANT IMMEDIATE NEEDS

| Response | Frequency of Response >1 |
|--|------------------------------------|
| CPA | |
| None/Not Applicable | 8 |
| Bidding on Grants/Bid Packages/ RFPs | 4 |
| Business Funding | 6 |
| Business Coaching - Finances | 5 |
| Business Plan | 9 |
| Business License | 2 |
| Business Tax Advice | 2 |
| Business Mentoring | 3 |
| Business Organization and Development | 2 |
| Business Structure | |
| Federal Contracting | |
| Growing Business | 4 |
| Review Model Suggestions | |

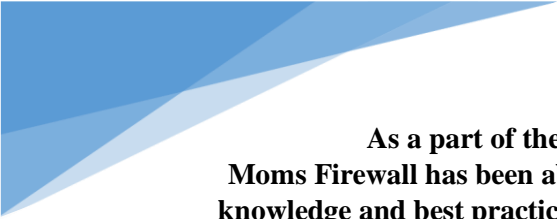
| | |
|--|----------|
| Capital to Grow Start-up Business/Retrofit/Re-Launch | 6 |
| Legal Guidance - legalize business, complete paperwork | 3 |
| Team Building | 2 |
| How to help with [COVID] related impact and losses | |
| Human Resources/Staff Acquisition | 2 |
| Marketing/Advertising/Social Media | 5 |
| Website Assistance | |
| Networking | |
| Strategic Planning and Implementation of Policies | |
| Getting Started in Real Estate Investing | |
| Support with creating a digital marketing plan and possible guidance /revenue to develop a mobile health app | |
| Tentative Monthly Calendar of Events (online webinars, classes, boot camps, etc.) that could be sent out to the participants. | |
| Directory of the Programs and Businesses Available through Program | |

Participants' Additional Comments about Doing Business in Alabama Project

- At the beginning of this current Pilot, it was amazing for about a month or two and I was beyond satisfied. Then I noticed a shift in DBIA, and the momentum wasn't the same anymore.
- DBIA has provided life changing results and financial benefits to increase my personal and business equity
- Enjoying the info and knowledge base thus far
- Excellent program, timely implemented, and expertly developed.
- Excited to learn and grow.
- Great information given! It's all about the effort you put into it but the connection to the resources is there.
- Great program and I am blessed to be apart.
- Great Program.
- Great project!
- Great work Torin thanks for all that you do to educate and connect us to the resources we need!
- I appreciate being in pairs with other women entrepreneurs and business owners to learn more. I feel confident I am among people who can assist with opportunities to increase my knowledge base, expand my professional network, and develop professionally.
- I believe the future of Alabama is bright.
- I have been praying for someone to help me get started and cannot express how much I have learned in a couple of weeks. You guys are my answered prayer. Thank you 🙏
- I have learned so much and find DBIA one of, if not the most complete building capacity programs I have ever attended/participated in. The level of professionalism, depth of knowledge, and willingness to assist from Torin Brazzle and IGNITE Alabama's skilled team members are outstanding.
- I have not gotten into the teeth of the services.
- I just wish it were more places like this or a bigger presence for the people out here like me.
- I really appreciate this opportunity to be a part of this program.
- I think the program has an outstanding concept and offers many resources for its participants.
- I think there should be a zoom link sent out to all of the online meetings.
- I think this is a wonderful project!
- I would like to suggest a participant directory of each business that is participating in the DBIA program. For the business that would like to participate in a networking directory, we all can submit info about our business and contact information so that we can support each other's businesses.
- I'm really enjoying learning about different resources for business owners.
- I'm excited the DBIA exists because it provides so much information and the presenters are so knowledgeable of their topic matters.

- I am not comfortable sharing my personal information without confirmation my privacy won't be compromised.
- It is a Godsend
- It's heaven sent
- It's just overall helpful and much needed
- It's my belief that the IGNITE DBIA is an asset to small business owners. The organization allows business owners to have access to education, processes, and programs they may not have ordinarily had knowledge. It's a great opportunity to gain instruction from mentors in areas of needed expertise.
- It's been great so far!
- Love it. Thank you
- Loving forward to do business in Alabama.
- Loving the accountability
- Thanks for ALL you do!
- Thanks for all you do.
- The project is awesome, and it provides great opportunities for small/minority businesses.
- They are AWESOME
- THIS IS A WONDERFUL ORGANIZATION AND I AM SO BLESSED TO BE APART.
- This is an awesome resource that should continue to be available after COVID.
- Very good program!
- With knowledge I've gained from IGNITE! I was able to apply it to my 9-5. I learned more about SOPs with The Wealth Frequency and was able to get a raise and a promotion due to putting these things in place.
- Your staff has been extremely professional and caring. I am blessed to have this opportunity and will pay it forward.

SUCCESS STORIES



As a part of the IGNITE program, Moms Firewall has been able to gain industry knowledge and best practices. We were able to implement a stronger accounting process, gain professional assistance with website updates and branding, onboard over 70 single parent households and complete our Feed Her Family initiative.


Theresa, Founder/Executive Director

With IGNITE! Doing Business in Alabama, I have been able to receive Business Coaching which has provided strategies to scale my business. I have been able to see immediate growth in my business. In addition to the business coaching, I also have been able to get assistance with Balch and Bingham Law Firm with the copyright and trademarking for my business. My participation in this project has served as a bridge for me to cross, in helping me obtain resources to do business in a way that will keep me ahead in all aspects of operating my business.

URSULA, CEO

IGNITE! and DBIA are God sent opportunities. Being a part of DBIA and its activities has not only been beneficial in helping lay the foundation for the startup of my business, but it has spilled over into my life as an employee. I work for a multi-million-dollar company. So, you naturally think they don't need my help. NOT TRUE! There's always room for improvement. I was able to create multiple processes specifically learned through The Wealth Frequency sessions on Standard Operating Procedures. As a result of SOPs, I created along with a more efficient workflow in my department, I received a \$15,000 raise, promotion, and am now on the leadership training team. I'm so grateful for this opportunity to receive all of the knowledge that I have from IGNITE! I'm excited to see what is next!

Naila, Owner



I am a mid-sized optometric practice and I had been seeking an entrepreneurial group of like-minded individuals to help me scale my business. Unfortunately, I had not been able to find what I needed until I ran into IGNITE! Alabama. There is a variety of information at multiple levels. There is information for those just starting and also those who have been in business for a while. I truly appreciate my business coach who is helping me tackle a huge problem that many physician practices face - insurance revenue cycle. Just tackling this one area is having an incredible impact. I am learning things I didn't know and of course, putting systems in place to keep progress going. I am still in the process of revamping, but I already know my revenue cycle is going to be amazing in three months! Thank you Torin for leading the way!!!

Dr. Alexia, President