

**“DOING BUSINESS IN ALABAMA”  
LOGIC MODEL**

PROBLEM	SUBPROBLEM(S)	ACTIVITIES	OUTPUT MEASURES	OUTCOME MEASURES		
				Short Term   End of Year 1	Mid Term   End of Year 3	Long Term   End of Year 5
<p>Female and Minority Business Owner, Entrepreneur and Nonprofit Leader Economic Inequality and Barriers to Entry</p>	<p><b>LACK OF COMMUNICATION AND SUPPORT NETWORK</b></p> <p><b>LACK OF EDUCATION AND UNDERSTANDING</b></p> <ul style="list-style-type: none"> <li>5 Cs of Credit: Character, Capacity, Capital, Conditions and Collateral</li> <li>Business Competencies</li> <li>Contract Procurement</li> <li>Loan Process &amp; Requirements</li> </ul> <p><b>PERVASIVE POVERTY</b></p> <ul style="list-style-type: none"> <li>Substandard Housing</li> <li>High School Dropouts</li> <li>Low College Enrollment</li> <li>Mass Incarceration</li> <li>Juvenile Delinquency</li> <li>Restrictive Voting Laws</li> </ul> <p><b>UNDERCAPITALIZED COMPANIES</b></p> <ul style="list-style-type: none"> <li>Low Loan Approval AND Contract Procurement Rates</li> <li>Low Sales &amp; Profits, Inability To Produce Additional Jobs</li> <li>Most Likely To Fail</li> </ul>	<p><i>“Doing Business in Alabama” Minority Business Training Cohort Pilot Project</i></p> <p><i>Empowerment Summit</i></p> <p><i>Contract Opportunities for Minority Women: Your YES is Closer than you think! Symposium</i></p> <p><i>Quarterly Mixer &amp; Empowerment Workshops</i></p> <p><i>The REAL Black Friday</i></p>	<p>Series of assessments, intensive supportive services and technical assistance as it relates to Access to Capital, Business Plans, Certifications, Finances, Government Contracts, Legal, Marketing, and Taxes for 261 minorities over a five (5) year period where we will measure our effectiveness by participant: Increased Credit Scores, Contract Procurement, Staff Increase, and Office Space Expansion.</p> <p>Annual event held every October in Birmingham, Alabama to share information, promote the importance of education through Alabama HBCU’s, shine a positive light on Nontraditional Career Options &amp; Growth Industries, and highlight Workforce Development Opportunities with at least 1200 minorities</p> <p>Annual Symposium held each February to share Federal, State, County, City, and Corporate Contract Opportunities with 200 female business owners and entrepreneurs</p> <p>Regional Mixers held in Birmingham, Huntsville, Mobile, Montgomery, and Tuscaloosa Alabama in January, April, and July; to regularly share information &amp; programs. with at least 200 minorities</p> <p>Shopping and networking with Black Owned Businesses and/or Service Providers</p>	<p>Program Participants: <b>COMMUNICATION / SUPPORT NETWORK:</b></p> <ul style="list-style-type: none"> <li>Establish network and support systems with accountability (Locally &amp; Statewide)</li> <li>Stay regularly informed of opportunities, trainings, and workshops</li> </ul> <p><b>EDUCATION:</b></p> <ul style="list-style-type: none"> <li>Participate in Financial Literacy Workshops</li> <li>Participate in Business Trainings and Workshops</li> <li>Employ best practice models</li> <li>Participate in Contract Procurement Workshops</li> </ul> <p><b>PERVASIVE POVERTY</b></p> <ul style="list-style-type: none"> <li>Participate in Homeownership Workshops</li> <li>Maximize Workforce Development, Career, and On The Job Training Opportunities</li> <li>30% Registered to Vote</li> </ul> <p><b>CAPITAL:</b></p> <ul style="list-style-type: none"> <li>2% or more secure a contract</li> <li>5% or more secure a business loan</li> <li>15% Higher Sales &amp; Profits</li> <li>Regularly promote business, product, and/or services</li> <li>5% or more register and take advantage of On the Job Training</li> </ul>	<p>Program Participants: <b>COMMUNICATION / SUPPORT NETWORK:</b></p> <ul style="list-style-type: none"> <li>Establish network and support systems with accountability (Locally &amp; Statewide)</li> <li>Stay regularly informed of opportunities, trainings, and workshops</li> <li>Business Coaches</li> <li>Proficient at delivering a business Pitch</li> <li>Understand importance of networking &amp; partnerships</li> <li>Active member in industry related associations</li> </ul> <p><b>EDUCATION:</b></p> <ul style="list-style-type: none"> <li>Participate in Financial Literacy Workshops</li> <li>Participate in Business Trainings and Workshops</li> <li>Employ best practice models</li> <li>30% or more achieve a credit score of 600 or more</li> <li>30% or more complete Certifications and/or Degree</li> <li>Stable Home Environment</li> </ul> <p><b>PERVASIVE POVERTY</b></p> <ul style="list-style-type: none"> <li>Participate in Homeownership Workshops</li> <li>5% Homeowners</li> <li>Maximize Workforce Development, Career, and On The Job Training Opportunities</li> <li>50% Registered to Vote</li> </ul> <p><b>CAPITAL:</b></p> <ul style="list-style-type: none"> <li>5% or more secure a contract</li> <li>15% or more secure a business loan</li> <li>30% Higher Sales &amp; Profits</li> <li>15% or more Staff Increase</li> </ul>	<p>Program Participants: <b>COMMUNICATION / SUPPORT NETWORK:</b></p> <ul style="list-style-type: none"> <li>Establish network and support systems with accountability (Locally &amp; Statewide)</li> <li>Stay regularly informed of opportunities, trainings, and workshops</li> <li>Business Mentors</li> <li>Proficient at delivering a business Pitch</li> <li>Understand importance of networking &amp; partnerships</li> <li>Active member in industry related associations</li> </ul> <p><b>EDUCATION:</b></p> <ul style="list-style-type: none"> <li>Participate in Financial Literacy Workshops</li> <li>Participate in Business Trainings and Workshops</li> <li>50% - 75% achieve a credit score of 650 or more</li> <li>Employ best practice models</li> <li>50% or more complete Certifications and/or Degree</li> <li>50% or more transition to a higher income bracket (Example: from Low to Moderate)</li> <li>Generational Wealth Track <ul style="list-style-type: none"> <li>50% increase in assets</li> <li>Homeowner</li> <li>Scalable Business</li> </ul> </li> </ul> <p><b>PERVASIVE POVERTY</b></p> <ul style="list-style-type: none"> <li>Participate in Homeownership Workshops</li> <li>10% Homeowners</li> <li>Maximize Workforce Development, Career, and On The Job Training Opportunities</li> <li>75% Registered to Vote</li> </ul> <p><b>CAPITAL:</b></p> <ul style="list-style-type: none"> <li>10% or more secure a contract</li> <li>30% or more secure a business loan</li> <li>5% or more scalable business</li> <li>50% Higher Sales &amp; Profits</li> <li>30% or more Staff Increase</li> </ul>
<p><b>GOAL(S)</b></p> <p>Establish Core Business Competencies</p> <p>Access to Capital</p> <p>Secure AND Successfully Execute Contracts</p> <p>Growth Industry Awareness and Preparedness</p> <p>Workforce Development and Career Readiness</p>	<p><b>OBJECTIVE(S)</b></p> <p>To create a holistic and supportive ecosystem that ensures Alabama minority and female business owners; especially African Americans stay informed, have access to funding, workforce development opportunities, and resources needed to <u>COMPETITIVELY</u> Compete, Succeed, and Excel!</p>					