**GOAL(S)**

Establish Core Business Competencies
Access to Capital
Secure AND Successfully Execute Contracts
Growth Industry Awareness and Preparedness
Workforce Development and Career Readiness

**OBJECTIVE(S)**

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 COMPETITIVELY Compete, Succeed, and Excel!

**PROBLEM**

Female and Minority Business Owner, Entrepreneur and Nonprofit Leader Economic Inequality and Barriers to Entry

**SUBPROBLEM(S)**

LACK OF COMMUNICATION AND SUPPORT NETWORK
LACK OF EDUCATION AND UNDERSTANDING
▪ 5 Cs of Credit: Character, Capacity, Capital, Conditions and Collateral
▪ Business Competencies
▪ Contract Procurement
▪ Loan Process & Requirements
PERVASIVE POVERTY
▪ Standard Housing
▪ High School Dropouts
▪ Low College Enrollment
▪ Mass Incarceration
▪ Juvenile Delinquency
▪ Restrictive Voting Laws
UNDERCAPITALIZED COMPANIES
▪ Low Loan Approval AND Contract Procurement Rates
▪ Low Sales & Profits, Inability To Produce Additional Jobs
▪ Most Likely To Fail

**ACTIVITIES**

"Doing Business in Alabama" Minority Business Training Cohort Pilot Project

Empowerment Summit

Contract Opportunities for Minority Women: Your YES is Closer than you think! Symposium

Quarterly Mixer & Empowerment Workshops

The REAL Black Friday

**OUTPUT MEASURES**

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.

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 & Growth Industries, and highlight Workforce Development Opportunities with at least 1200 minorities.

Annual Symposium held each February to share Federal, State, County, City, and Corporate Contract Opportunities with 200 female business owners and entrepreneurs.

Regional Mixers held in Birmingham, Huntsville, Mobile, Montgomery, and Tuscaloosa Alabama in January, April, and July; to regularly share information & programs, with at least 200 minorities.

Shopping and networking with Black Owned Businesses and/or Service Providers

**SHORT TERM | End of Year 1**

Program Participants: COMMUNICATION / SUPPORT NETWORK:
▪ Establish network and support systems with accountability (Locally & Statewide)
▪ Stay regularly informed of opportunities, trainings, and workshops

EDUCATION:
▪ Participate in Financial Literacy Workshops
▪ Participate in Business Trainings and Workshops
▪ Employ best practice models
▪ Participate in Contract Procurement Workshops

PERVASIVE POVERTY:
▪ Participate in Homeownership Workshops
▪ Maximize Workforce Development, Career, and On The Job Training Opportunities
▪ 30% Registered to Vote

CAPITAL:
▪ 2% or more secure a contract
▪ 5% or more secure a business loan
▪ 15% Higher Sales & Profits
▪ Regularly promote business, product, and/or services
▪ 5% or more register and take advantage of On The Job Training

**OUTCOME MEASURES | Mid Term | End of Year 3**

Program Participants: COMMUNICATION / SUPPORT NETWORK:
▪ Establish network and support systems with accountability (Locally & Statewide)
▪ Stay regularly informed of opportunities, trainings, and workshops

EDUCATION:
▪ Participate in Financial Literacy Workshops
▪ Participate in Business Trainings and Workshops
▪ Employ best practice models
▪ 30% or more achieve a credit score of 600 or more
▪ 30% or more complete Certifications and/or Degree
▪ Stable Home Environment

PERVASIVE POVERTY:
▪ Participate in Homeownership Workshops
▪ 5% Homeowners
▪ Maximize Workforce Development, Career, and On The Job Training Opportunities
▪ 50% Registered to Vote

CAPITAL:
▪ 5% or more secure a contract
▪ 15% or more secure a business loan
▪ 30% Higher Sales & Profits
▪ 15% or more Staff Increase

**LONG TERM | End of Year 5**

Program Participants: COMMUNICATION / SUPPORT NETWORK:
▪ Establish network and support systems with accountability (Locally & Statewide)
▪ Stay regularly informed of opportunities, trainings, and workshops

EDUCATION:
▪ Participate in Financial Literacy Workshops
▪ Participate in Business Trainings and Workshops
▪ Employ best practice models
▪ 50% or more achieve a credit score of 600 or more
▪ 50% or more complete Certifications and/or Degree
▪ 50% or more transition to a higher income bracket

PERVASIVE POVERTY:
▪ Participate in Homeownership Workshops
▪ 10% Homeowners
▪ Maximize Workforce Development, Career, and On The Job Training Opportunities
▪ 75% Registered to Vote

CAPITAL:
▪ 10% or more secure a contract
▪ 30% or more secure a business loan
▪ 5% or more scalable business
▪ 50% Higher Sales & Profits
▪ 30% or more Staff Increase