

B-Smart Entrepreneur Program
COHORT 10

INFO SESSION

JULY 10, 2023

welcome

WELCOME & PURPOSE

- 1** To give a brief overview of the B-Smart Program.
- 2** To clarify the application process, eligibility criteria, and deadlines.
- 3** To answer any pending questions.



Precious Samuel
Program Director
Fall 2019 B-Smart Alum

Please hold your questions until the end or kindly submit them in the chat.

ABOUT B-SMART

B-Smart was founded in 2017 with the goal of providing essential business training opportunities for entrepreneurs and establishing pathways to fair access to capital. **The program has supported over 150 businesses and awarded over \$300,000 to community-based businesses.**



FOUNDING PARTNERS:



DREXEL UNIVERSITY
Beachell
Family Learning Center
Dornsife Center for Neighborhood Partnerships



PROGRAM ELIGIBILITY



***Submitting an application does not
guarantee acceptance****



Have a scalable business idea or established business.



While not mandatory, we encourage entrepreneurs in the West & Southwest Philadelphia communities to apply.



Priority will be given to businesses with less than \$1 million in revenue.



Business or business owners must have a computer.

APPLICATION FYI & TIPS



- Please do not close or refresh the browser window before submission as it may result in loss of your application information.
- Only completed applications will be considered.
- Provide thoughtful answers to the narrative questions.
- Non-profits are not eligible.

PROGRAM STRUCTURE



August-November 2023

9:30 AM - 12:30 PM

SATURDAYS

IN PERSON & VIRTUAL

Workshops

These deep-dive sessions, led by subject experts, cover key entrepreneurial topics. Participants gain practical insights and network with professionals, enhancing their learning and growth in entrepreneurship.

Work Sessions

These interactive sessions focus on real-time application of concepts, where participants refine their business plans, pitch decks, financial records, and strategies while engaging with peers and coaches.

End of Program Ceremony and Pitch and Present

This is an opportunity for participants to showcase the progress they have made in the program. They will present their pitch decks to community partners and investors, with a chance to secure grants or loans to scale their businesses.

SAMPLE WORKSHOP TOPICS

9 STEPS OF A BUSINESS PLAN

PREPARING A CAPABILITY STATEMENT

LEGAL INCORPORATION

BRANDING YOUR BUSINESS

CORPORATE SOCIAL RESPONSIBILITY

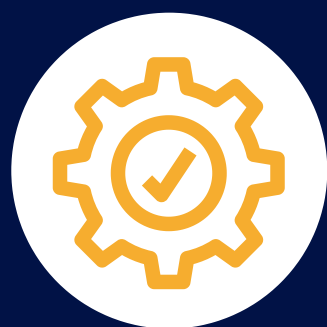
INTRO TO ACCOUNTING

MARKETING & SALES STRATEGIES

PITCH PREP



PROGRAM OUTCOMES



ENTREPRENEURIAL SKILLS

Participants will gain essential entrepreneurial skills, including business planning, financial management, marketing strategy development, and pitching.



FUNDING OPPORTUNITIES

Successful completion of the program could lead to potential funding opportunities through the program-end pitch competition, capital referrals and direct access to investors.



BUSINESS DEVELOPMENT

By the end of the program, participants will have refined their business plans and pitch decks. They will receive a comprehensive assessment of their business's health through BizScoreLine, ensuring optimal guidance for their company's success.



CONTINUED SUPPORT

Even after the program ends, participants will be part of an alumni network and have access to continued technical assistance and resources for their entrepreneurial journey, including a one-year subscription to Quickbooks and professional development opportunities.

SAVE THE DATES



JULY 16 | APPLICATION
DEADLINE



JULY 24 - JULY 25: RECEIVE
NOTIFICATION OF
SELECTION



JULY 28: APPLICANT MUST
ACCEPT INVITATION BY THIS
DATE



AUGUST 5 | COHORT 10
ORIENTATION
10:00 AM | WEST PHILLY
LOCATION

B-Smart Entrepreneur Program

COHORT 10

PRECIOUS SAMUEL

PROGRAM DIRECTOR

PRECIOUS@VESTEDIN.ORG



**CONTACT ME
FOR FURTHER INQUIRES**

Q&A SESSION

We value your participation and encourage you to ask questions !



Thank
you