B-SMART ENTREPRENEUR PROGRAM

Invest in Uninterrupted Momentum

Sponsorship opportunities for Pitch & Present, the culminating showcase of Philadelphia's free 14-week small business program

Gold · Silver · Bronze Hosted at Drexel University's LeBow College of Business



ABOUT B-SMART

Early-stage founders lack access to capital, knowledge and networks

B-Smart closes that gap with targeted education, expert-led workshops, technical assistance and a culminating pitch competition that offers grants and loan capital.

2017
Established

241
Program graduates

$0
Cost to participants



THE EDUCATION MODEL

Fourteen weeks, three phases, one goal: funding-ready

PHASE 01

Mindset, strategy and brand clarity

Reflection, business planning, target-market development and peer pods that build a strong foundation.

PHASE 02

Capital readiness

Pricing, taxes, recordkeeping, projections, credit and lender readiness, so founders can price, plan and prepare for funding.

PHASE 03

Pitch, prep and positioning

Pitch workshops, coaching and mock pitches that lead to the public Pitch & Present showcase.

2025 · COHORT 12

Demand is strong and founders finish

99
Applicants
for 24 seats

96%
Completion rate
23 of 24 graduated

60
Instructional hours
over 14 weeks

$16K
Awarded
to entrepreneurs to date

16
Instructors & coaches

26
Resource partners

170
Event attendees

241
Alumni since 2017



WHO WE SERVE

Founders building wealth in their own communities

100%
of Cohort 12 businesses Black or African American owned

74%
of Cohort 12 businesses women-owned

92%
of applicants were applying for the first time

70%
of applicants were under age 45

The B-Smart Entrepreneur Program has truly been life-changing. … It's changed not only my business, but how I see myself as an entrepreneur.

— **Tamika Brown**, founder of Mocha's Mingle, Cohort 12



THE EVENT YOU SPONSOR

Pitch & Present

The public finale of the program. Entrepreneurs pitch to investors, community partners and business leaders, get real-time feedback and compete for small business growth grants.

170 attendees in 2025 **Nov 8, 2025** at Drexel's Nesbitt Hall **Grants** for growth



SPONSOR DOLLARS AT WORK

2025 grants turned into storefronts and new capacity

1st — **Natasha Lynne Studios · $5,000**
Sponsored by Wells Fargo. Opened its brick-and-mortar studio on Feb 21, 2026.

2nd — **Levon Bread Company · $5,000**
Sponsored by Mid Penn Bank. Funded commercial kitchen access to pursue wholesale and café partners.

3rd — **Rise & Ritual · $5,000**
Sponsored by Citizens. Equipped its new location; ribbon cutting Jan 31, 2026.

Plus a **$1,000 alumni award** from HiTouch Luxury Charter, led by Cohort 11 alum Craig Williams.

SPONSORSHIP LEVELS · PITCH & PRESENT

Choose your level of impact

GOLD

$10,000

- Name and logo on program materials
- Name on the pitch competition award
- Offered as a banking partner to B-Smart participants
- Website and social media highlight

SILVER

$5,000

- Name and logo on program materials
- Website and social media highlight

BRONZE

$2,500

- Name and logo on program materials
- Website and social media acknowledgement

LOOKING AHEAD

A proven model, ready to scale beyond Philadelphia

With a repeatable 14-week format and clear demand, B-Smart plans to expand through local universities and anchor institutions that can host the program in each region.

Philadelphia | Chester | Delaware | Montgomery | Bucks | Camden | New Castle

Growth priorities

- Strengthening pathways to capital
- Expanding partnerships
- Increasing post-program support
- Cultivating a strong alumni community
- Diversifying funding streams
- Elevating stories of growth and resilience

PARTNER WITH US

Help keep the momentum going

Beyond sponsorship, partners can join through strategic collaboration, coaching, industry introductions or facilitating a workshop.

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https://vestedin.org/b-smart-program/

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