



**BLACK
SUCCESS
CENTER**

Everyday Entrepreneur Program*

Launch your business with a well-thought-out vetted strategy

Identify and validate your business opportunity using a data driven process that mitigates costly errors.

Are you ready to launch your business or strengthen your hustle? This course teaches entrepreneurs to identify and validate a business opportunity mitigating costly errors, then build a solid 'go-to-market' strategy to successfully launch the business. Using a proven iterative process that drives opportunity and strategy based on real customer feedback, which validates the product or service and the business model, creating a quick path to revenue.

- Validate your idea using real customer feedback
- Design a comprehensive business model, including a monthly revenue forecast
- Through storytelling, create your brand and a go-to-market strategy
- Practice being business owner and build your network as an expert in your industry
- Launch your business and get to revenue quickly!
- In addition, you will be exposed to other small business resources, advisors and mentors.

This program is broken down into three phases:

1. **The Opportunity:** Validate your idea using real customer feedback and start identifying early adopters. With this data you will create a Minimum Viable Product (MVP) and Unique Value Proposition (UVP)
2. **The Business Model:** With your MVP and UVP, we start to create a go-to-market business strategy, complete with a 12-month forecast and marketing plan.
3. **The Launch:** With your vetted launch strategy, you prepare to move to market to acquire customers and revenue.

Additionally, you will meet with a business advisor to properly set up and register your business including licensing, intellectual property, trademarks, and other business formation issues. Discuss funding options and review your business strategy and forecast.

[The Black Success Center](#) is offering a promotional enrollment fee for our first cohort of **\$250, a savings of nearly 60% of the normal \$600 cost!** In addition, we are offering **five scholarships** to founders who are interested in this program but are still challenged with resources to pay the fee. Our goal is to help start and develop **25 new Black businesses in 2022**, strengthening Utah's Black ecosystem and further diversifying Utah's business economy.

To subsidize these inaugural offers, the Black Success Center is seeking your support as a sponsor to bring this impact to our community. With your sponsorship:

- We will place your logo on all of the material, recognizing your company as a provider of this course.
- Your leadership team will also be invited to attend and be recognized at our Black Success Center grand opening event.
- Opportunities to engage with our participants as a guest speaker and/or facilitator
- Attend the Everyday Entrepreneur graduation ceremony and distribute certificates.

Sponsorship Request:

\$5,000

We appreciate your consideration for this request and look forward to working with you!

***The Everyday Entrepreneur Program** is designed and provided by **The Mill Entrepreneurship Center** and has provided the Black Success Center the material and assets to bring this impactful program to Utah's Black community. We appreciate our partnership with The Mill! Programming of the Black Success Center is funded by the **UAACC Charitable Foundation, 501(c)3**.