

St. Louis Regional Chamber Diverse Business Accelerator is designed to address the interests and challenges of diverse business owners as they work to scale their businesses. Participants are small businesses with 1-2 employees, scalable and diversely owned. The Diverse Business Accelerator (DBA) is a multi-phase program that creates a welcoming and stimulating environment for participants to receive and share valuable feedback, self-reflect on the feedback, acquire effective business development strategies and build relationships essential to their business's growth.

Capacity building program for diverse business owners:

- Diverse Business Accelerator is for small to mid-sized business owners.

Overview

DBA sets up a framework to enhance a business's capacity to grow and succeed. The program features a strategic curriculum and the sharing of wisdom and best practices. We focus on three main categories:

- ◆ **Communications & Marketing:** participants learn to effectively communicate their business' value proposition, refine core messaging, creating collateral that works
- ◆ **Relationship Building:** participants will be matched with corporate mentors to foster the formation of a supportive professional advisory network essential to the success the business's growth; and
- ◆ **Growth Ready/Scaling:** participants will receive a financial review and analysis, financial literacy training for small businesses, introduction to community reinvestment act process, and small business administration loan requirements.

Timeframe

Program participants meet weekly for three months.

Program Content

The program approach includes:

- ◆ Mastering the ability to effectively pitch
- ◆ Understanding the relationship between marketing, customer satisfaction and client needs
- ◆ The importance of mentoring and creating an advisory network
- ◆ Maximizing operational excellence

Candidate Profile

- ◆ Diverse and Women Owned Small Businesses in the St. Louis Region; Black, Hispanic, Native American, Asian/Pacific Islander and other people of color (but not exclusively).
- ◆ Industries: Professional Services, Construction, Construction Service, Logistics, Manufacturing
- ◆ At least one employee
- ◆ Scalable
- ◆ **Committed to full participation in the program**

Sample Program Year

communications, marketing, mentor connection, revenue modeling, capital attraction, business pitches

DBA Capacity Building Program –
APPLICATION FORM (To be completed in full by applicant)
NOMINATION FORM (To be completed in full by the managing sponsor making the nomination)

All information must be submitted by the deadline to be considered for the program.

DIVERSE BUSINESS ACCELERATOR SYLLABUS**

WINTER/SPRING 2019 SESSION

Participants will be provided a framework to enhance their company's ability to grow through business coaching, communications and marketing advising, mentoring networks, financial literacy workshops, revenue modeling, and relationship building.

February 2019 (8 hours)

Communications & Marketing

Perfecting the pitch, understanding value proposition and connecting marketing to customer satisfaction and client needs.

March 2019 (10 hours)

Communications, Revenue Models & Strategy

Introducing revenue models and their connectedness to success strategy implementation. One on One coaching sessions.

April 2019 (10 hours)

Mentor Connection & Growth Ready

Exploring the importance and value of mentoring and advisory boards to entrepreneurship.
Understanding the relationship between operational excellence and a companies' ability to grow.
Pitch STL

May 2019 (4 hours)

CULMINATING EVENT

**** Program Syllabus is subject to change**

**St. Louis Regional Chamber
Diverse Business Accelerator
Application Form
Program Year 2018 - 2019**

Information on applicant (Please complete information and submit required documents)

Full Name: _____

Title/Position: _____

Company Name: _____

Please check industry: _____ Healthcare _____ Financial Services

_____ Manufacturing _____ Communications _____ Education

_____ Professional Services _____ Retail _____ Technology

Other: _____

Please check discipline: _____ Human Resources _____ Legal _____ Financial

_____ Information Technology _____ Marketing/Public Relations Other:

Please check ethnicity: (optional) _____ African American/Black _____ Hispanic/Latino

_____ Native American _____ Asian/Pacific Islander _____ Multiracial _____ White _____ Other

Please check gender: (optional) _____ Male _____ Female _____ Other

Age: (optional) _____ **Birthday (month & day only)** _____

Business mailing address

Street: _____ Floor/Mail Stop: _____

City: _____ State: _____ Zip: _____

Business Phone: _____ Business Fax: _____

Business Email: _____

Business Social Media Handles:

Facebook _____ Twitter _____ Instagram _____

Years in Business: _____ **Annual Revenue:** _____

The following information is required to be considered:

Executive Summary and Resume

Prior Year Profit and Loss Statement (3 years preferred)

List of largest contracts

Certifications and Name of Certifying Organizations (If available)

Narrative Sketch

Please provide a brief (200-word maximum) essay which is to include your affiliations and interests (e.g., volunteer activities, nonprofit boards, and professional organizations) and information not depicted in your resume.

Your application will not be processed without this information.

DEADLINE: March 26, 2019

**St. Louis Regional Chamber
Diverse Business Accelerator**

**Nomination Form
Program Year 2019 - 2020**

To be completed in full by the nominating organizations/or individual. This form should be returned with the application form, narrative sketch and resume.

Information on executive making nomination

Full Name: _____

Title/Position: _____

Company/Organization Name: _____

Business mailing address

Street: _____ **Floor/Mail Stop:** _____

City: _____ **State:** _____ **Zip:** _____

Business Phone: _____ **Business Fax:** _____

Business Email: _____

Please briefly state on a separate sheet of paper your objectives in nominating your candidate for the program, which includes other initiatives you envision undertaking to invest in the development of your nominee.

Completed application must include the following information:

_____ **Application form**

_____ **Executive Summary**

_____ **Profit and Loss Statement**

_____ **Nomination form by organization/or individual making nomination (If available)**

_____ **Brief description of nominating objectives**

Diverse Business Accelerator Participation Fees

Participant Tuition \$ 999.00

Sponsorship Level:

Program Sponsor with
2 Participants \$10,000.00

Please send application/nomination forms and all supporting documentation to:

Lakesha Mathis
Director, Inclusive Business Solutions
St. Louis Regional Chamber
One Metropolitan Square
Suite 1300
Saint Louis, Missouri 63102

Scanned completed documents can be sent to lmathis@stlregionalchamber.com

Should you have questions, comments and/or concerns regarding the program,
Lakesha Mathis may be contacted via email or by telephone.

lmathis@stlregionalchamber.com or 314.444.1165

DIVERSE BUSINESS ACCELERATOR Spring 2019 Program Calendar

Forum	Date	Place
1. Kick Off	April 9th, 2019 First Pitch Introduction to Revenue Operations Understanding Your Revenue Generation Model	St. Louis Regional Chamber St. Louis Regional Chamber
2. Marketing & Communications Purpose First Advisors, Christy Maxfield	April 16th, 2019 Marketing Materials Value Proposition and Differentiation Pitch Practice	
3. Marketing & Communications Purpose First Advisors, Christy Maxfield Principle Communications Network, Liz Sharpe - Taylor (Guest Presenter)	April 23rd, 2019 Customer Acquisition Pitch Practice	St. Louis Regional Chamber
4. Budgets, Measurements & Planning Purpose First Advisors, Christy Maxfield (Guest Presenter)	April 30th, 2019 Budgets and Measurements Planning Pitch Practice	St. Louis Regional Chamber
5. One on one coaching sessions	May 7th, 2019 Participants meet one on one with coaches. Pitch check in	One on one meetings with program coach.
6. One on one coaching sessions	May 13th, 2019 Participants meet one on one with coaches. Financial Review and Feedback	One on one meetings with program coach.
7. Mentor Connection Guest Speaker	May 21th, 2019*	TBA
8. Growth Ready w/James Pinkston, MBDA – St. Louis	June 4th, 2019	St. Louis Regional Chamber
9. Growth Ready w/ the St. Louis Economic Development Partnership Zack Folk, SLEDP	June 11th, 2019	TBD
10. Growth Ready w/ Bankers	June 18th, 2019	TBD
11. Pitch STL	June 25th, 2019*	TBD
12. Culminating Event	July 9th, 2019*	TBD

SCHEDULE IS SUBJECT TO CHANGE

*Indicates session which invited guest may attend.