

CARTER CARTER

Fort Bend County Business Accelerator Program

Primary Focus:

Our program focuses on assisting businesses in Fort Bend County that were negatively impacted by the COVID-19 Global Pandemic. Our mission is to provide FBC Businesses with the tools to accelerate their businesses and resurge with a stronger business than ever before. This program will provide unique opportunities to assist businesses within Fort Bend grow by leveraging and creating partnerships with entities inside of the county. Statistics show that there is disproportional negative affect on businesses owned by Women, LGBTQ, African American, Latino, Asian, and other specific minority groups. This program will emphasize recruitment to provide necessary support for all businesses in the county to attempt to level the playing field. We specifically address the significant barriers to growth capital (specifically risk-based equity capital), lack of access to competitive and more profitable business opportunities, “deal flow” networks, investors, doing business with local city, county and state entitles, as well as establishing many other critical business relationships and connections.

Our Target:

To recruit **100** Fort Bend County based businesses and double their annual revenue within three years. The ideal business desires to quickly scale their product/service offerings as suppliers to major anchor institutions, corporations, or consumer-facing businesses with significant growth potential. As well as completely rebrand and relaunch their business in a mid and post-COVID environment.

Our Approach:

Our program provides growth opportunities for companies in several ways:

1. Experienced consultants and specialists will facilitate a regimented 12 course program providing the essential guidance and skillset required to meet the needs of large customers and sizeable business opportunities, thus increasing the likelihood that businesses could win major supply chain contracts.
2. Certification assistance program that ensures that each eligible company will achieve essential small business and minority certification status with a local, state, and federal entity.
3. We provide businesses with an accountability network of entrepreneurially minded colleagues.
4. We provide businesses that finish the program with access to operating capital by way of public grants, private grants, traditional funding or non-traditional funding sources.

Our Team:

Our team is made up of practical subject matter experts across a variety of industry verticals with best-in-class organizations, including financial institutions, accounting firms, law practices, colleges and universities, and other strategic partners.

Our Process:

The FBC Business Accelerator provides advisory support and coaching to help participating companies acquire the things they need to excel:

- A strong business strategy.
- Access to capital.
- Needed Certifications for small businesses and minority owned business to work with large contracts.
- Connections within major corporate procurement supply organizations.

Our Benefits:

1. Absolutely no cost to participate.
2. Cohort model facilitates collaboration and teamwork.
3. Practical, intensive virtual or in-person sessions with content specialists cover critical early-stage business challenges (i.e. value proposition, fundraising, bookkeeping, pricing, social media).
4. Opportunity to win seed money each quarter.
5. Open to all Fort Bend County Business Owners
6. An assigned Mentor to guide each entrepreneur providing increased confidence, clarity, and connections.
7. Lifelong membership in the DYS community.
8. Those that complete the program will receive a small grant from the Fort Bend Small Business Recovery Grant Program.

Our Program:**3-Month Accelerator**

- Entrepreneurs attend classes as part of a “cohort” taught by content specialists in person or virtually once a week.
- Entrepreneurs meet with one Mentor for 90 minutes every month to help guide them in taking their idea to the next level.
- At the end of three months, a Showcase and Celebration event is held for entrepreneurs to celebrate their Accelerator Program accomplishments with friends, family and community.

3-Month Maturation Period

- Entrepreneurs meet with their mentor teams once a month for 90 minutes

- Entrepreneurs meet with their cohort teams once per quarter.
- Various opportunities throughout this period to receive small incentives for goals met or other wins.

Our Overarching Goal:

The FBC Business Accelerator Program has a bold goal of doubling the annual aggregate sales of our participating firms with a collective amount of \$1 Billion while creating an additional 1,500 jobs in Fort Bend County over the next five years.

Our Deliverables:

Program participants will receive the following:

1. Business & Financial Assessments
2. S.W.O.T. Analysis & Marketing Plan
3. Procurement & Capital Opportunities
4. Small Business & Minority Certifications
5. Meeting with Supplier Diversity divisions for large Corporations
6. Capacity building
7. Client Readiness Assessment
8. Strategic Introductions
9. Educational & Networking Opportunities
10. C-Level Leadership Training
11. Pitch Day in front of local investors

Our Curriculum

- COURSE ONE | ORIENTATION, MISSION, VALUES, & VISION
- COURSE TWO | ANNUAL BUSINESS PLAN & STRATEGIC PLAN DEVELOPMENT
- COURSE THREE | IDEAL CUSTOMER PROFILE AND MARKETING PLAN DEVELOPMENT
- COURSE FOUR | RE-BRANDING & DESIGN IMPLEMENTATION
- COURSE FIVE | C-LEVEL LEADERSHIP DEVELOPMENT & TRAINING
- COURSE SIX | PROCESS IMPROVEMENT USING THE FRANCHISE MODEL
- COURSE SEVEN | DYS DOUBLE YOUR PROFITS FINANCIAL MODEL
- COURSE EIGHT | LLC, CORP, COPYRIGHT AND TRADEMARK ADVICE
- COURSE NINE | GETTING CERTIFIED TO WORK WITH THE CITY, COUNTY, AND STATE
- COURSE TEN | EQUITY & FUNDING: MEET WITH LENDERS, SECURE FUNDING
- COURSE ELEVEN | PITCH DECK PLANNING AND PREPARATION
- COURSE TWELVE | PITCH DAY, GRADUATION, AND FBC SMALL BUSINESS GRANT AWARD

PROGRAM COSTS FOR 100 BUSINESSES:

CONSULTING SCOPE OF WORK	NO. OF BUSINESSES	COST PER UNIT	NO. OF UNITS	AMOUNT
Educational Content Courses (In-Person or Virtual)	100	\$ 230.00	12	\$ 276,000.00
Recruitment/ Management Fee for Each Business	100	\$ 500.00	1	\$ 50,000.00
One-on-One Mentoring Sessions	100	\$ 500.00	6	\$ 300,000.00
One Year Access to Entrepreneur Learning Community	100	\$ 200.00	1	\$ 20,000.00
Cohort Mastermind Team Meetings	100	\$ 150.00	6	\$ 90,000.00
				\$ 736,000.00
SMALL BUSINESS GRANT DETAILS	NO. OF BUSINESSES	COST PER UNIT	NO. OF UNITS	AMOUNT
Grant Incentive Program	100	\$ 5,000.00	1	\$ 500,000.00
				\$ 500,000.00
GRAND TOTAL				\$ 1,236,000.00

NOTE: FBC SMALL BUSINESS RECOVERY PROGRAM TO OFFER \$5,000 IN GRANTS FOR EACH BUSINESS THAT COMPLETES THE PROGRAM.