



# **Berger Entrepreneur Bootcamp**

**February 18, 2022**

**Creating Pathways for Innovation  
Success in Under-Served and  
Economically Disadvantaged  
Communities**



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**All start-ups face difficult challenges when starting and growing their businesses. Most ultimately fail.**

**Start-ups and their founders in under-served and economically disadvantaged communities face those same challenges, and often more.**

**Today, we will discuss:**

- **The unique challenges founders face in these communities.**
- **Existing and desired resources, strategies, and initiatives to create or enhance pathways for innovation success for these founders.**



# Challenges Common to All Start-Ups

- **Money** – insufficient financing; improper pricing; poor cost control
- **Planning and execution** – inadequate or poorly conceived business plan; insufficient market need; too much competition
- **Team issues** – founders' strategic or operational disagreements; changes in founders' priorities; failure to delineate roles; lack of necessary expertise
- **Other issues** – inadequate facilities, workforce, or other resources; regulatory and legal hurdles; lack of networks; burnout; . . .

# Added Challenges in Under-Served and Economically Disadvantaged Communities

**MONEY**

**PLANNING & EXECUTION**

**TEAM ISSUES**

**OTHER ISSUES**



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# Resources

**A list of existing resources are in the handout pages as well as on the last slides in this presentation.**



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## Strategies and additional initiatives to enhance pathways for success in under-served and economically disadvantaged communities

- Additional desired resources - public and/or private initiatives that could enhance pathways for success
- Strategies for individual start-ups



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**We welcome your  
input and questions.**







# Speaker Contact Information

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# Resources (page 1 of 5)

## This is the same as the handout

<u>Resources</u>	<u>Services &amp; Resources Provided (not a comprehensive list)</u>
Alan B. Levan   NSU Broward Center of Innovation <a href="http://www.nova.edu/innovation/index.html">www.nova.edu/innovation/index.html</a>	Tech hub for the South Florida region providing comprehensive training programs, mentoring, events, and wraparound services supporting innovation, technology, and entrepreneurship.
Black business.com The African American Business Guide <a href="http://www.blackbusiness.com">www.blackbusiness.com</a>	National website featuring: Blog; News; Events; Funding opportunities; Networking.
Broward County Black Chamber of Commerce <a href="http://www.browardcountyblackchamberofcommerce.com">www.browardcountyblackchamberofcommerce.com</a>	Offers events, networking, and educational content; Maintains a virtual Business Referral Group and Directory of Member Companies; Website contains a comprehensive set of links to Federal, State of Florida, Broward County, and Broward Municipalities resources.



# Resources (page 2 of 5)

## This is the same as the handout

<u>Resources</u>	<u>Services &amp; Resources Provided (not a comprehensive list)</u>
<b>Broward County Office of Economic and Small Business Development (OESBD)</b> <a href="http://www.broward.org/EconDev/Pages/default.aspx">www.broward.org/EconDev/Pages/default.aspx</a>	Broward County business certification programs (CBE and SBE); Contracting opportunities; Mentoring; Website links to events, educational programs, conferences, directories of certified firms, and market data; Newsletter.
<b>Broward SCORE</b> <a href="http://www.broward.score.org">www.broward.score.org</a>	Offers free mentoring, workshops, webinars, and online courses. Part of a national program, <a href="http://www.score.org/">www.score.org/</a> , with multiple locations throughout Broward County.
<b>City of Miramar Business Inclusion Diversity (BID) Program</b> <a href="http://www.miramarfl.gov/1522/Business-Inclusion-Diversity-BID-Program">www.miramarfl.gov/1522/Business-Inclusion-Diversity-BID-Program</a>	Website links to: Bid opportunities and business resources, including the City of Miramar’s “Small Business Hub” that links to the City of Miramar’s BID contractor database; Loan resources; and Florida Women’s Business Center.



# Resources (page 3 of 5)

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<u>Resources</u>	<u>Services &amp; Resources Provided (not a comprehensive list)</u>
<p>Florida Small Business Development Center (SBDC) <a href="http://www.floridasbdc.org">www.floridasbdc.org</a></p>	<p>Through its network of local partners, including the Florida SBDC at Florida Atlantic University (FAU), <a href="http://www.fau.edu/sbdc/">www.fau.edu/sbdc/</a>, the SBDC provides a broad array of services, including free consulting, training videos for new and existing businesses, and workshops as well as comprehensive links to other resources, such as funding sources.</p>
<p>Hispanic Business Council, Inc. <a href="http://www.hispanicbusinesscouncil.com">www.hispanicbusinesscouncil.com</a></p>	<p>Provides business planning, networking, education, blogs, and professional connections.</p>
<p>Partners for Self-Employment, Inc. <a href="http://www.partnersforselfemployment.org">www.partnersforselfemployment.org</a></p>	<p>Miami based organization serving Miami-Dade and South Broward County that provides, among other things, a direct loan program for up to \$35,000, peer lending, and business training.</p>



# Resources (page 4 of 5)

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<u>Resources</u>	<u>Services &amp; Resources Provided (not a comprehensive list)</u>
Sharon & Mitchell W. Berger Entrepreneur Law Clinic <a href="http://www.law.nova.edu/clinics/in-house/entrepreneur-clinic.html">www.law.nova.edu/clinics/in-house/entrepreneur-clinic.html</a>	Pro bono legal clinic at Nova Southeastern University (NSU) that provides transactional legal advice and representation to entry-level entrepreneurs, innovators, start-up businesses, and non-profits on matters such as entity selection and formation, contract drafting, intellectual property protection, financing, and regulatory compliance.
The Venture Mentoring Team (VMT)	Provides training, guidance and in-depth mentoring for growth-seeking start-ups and small business to refine their business models. The VMT is the National Mentoring Partner for Elevate Together, <a href="http://www.elevatetogether.org">www.elevatetogether.org</a> , a nonprofit initiative designed to address systemic discrimination and historical racial disparities in business growth and profitability in Black and Hispanic communities.
Urban League of Broward County <a href="http://www.ulbroward.org">www.ulbroward.org</a>	In conjunction with its affiliated Central County Community Development Corporation (CCDC), the Urban League of Broward County operates an Entrepreneurship Center, <a href="http://www.cccdcorp.org/Entrepreneurship-Center">www.cccdcorp.org/Entrepreneurship-Center</a> , that provides technical assistance training in launching and growing a business as well as access to capital through its Small Business Loan Fund.



# Resources (page 5 of 5)

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US Black Chambers, Inc. <a href="http://www.usblackchambers.org">www.usblackchambers.org</a>	National organization that provides educational programs and webinars; Maintains an extensive national Black business directory and certification program.
U.S. Small Business Association (SBA) <a href="http://www.sba.gov">www.sba.gov</a>	United States government agency that offers free and low-cost training programs on its website; Provides microloans of up to \$50,000 through designated intermediary lenders (such as, in South Florida, Partners for Self-Employment, Inc. referenced above), and provides access to larger loans to eligible business through the SBA's various loan guarantee programs.