



Ways we're building Equity in Entrepreneurship

- **Establish an Innovation Council**
 - This council would work together to improve the flow of communications, resources and collaboration within the Tampa Bay StartUp EcoSystem specifically focusing on early stage startups founded by Unlikely Entrepreneurs
- **Create Equity in Opportunity through Entrepreneurship**
 - We love ideas, we want to grow, expand, and develop ideas that create tangible solutions to problems in our local Tampa Bay communities.
- **Further the Economic development in the Uptown Tampa District**
 - Uptown Tampa is seeing massive real estate development at the University Mall & Mosi site, by cultivating entrepreneurship and the raising up of people in the community, it includes them in the redevelopment process and allows them to seek opportunities to improve their life, their families, and community without being left out or forced out.
- **Establish an Early Stage Startup Fund to aid Startups in the Earn as you Learn Capacity**
 - By funding a "Early Stage" **Startup fund** that offers promising entrepreneurs real chances to build their passion in their startup and use it to solve real problems and deliver real value.
 - This fund also allows for a dual investment opportunity, by investing in the fund, you receive shares of G2G Ventures, as well as, equity in each startup that generates 50K in revenue through the Equity G2G Ventures established in the given startups.
- **Understand you are an Entrepreneur not a student and all work conducted is Business Planning not homework.**
 - This is a training and development program; both personal and business.
- **Create an early stage startup ecosystem of inclusion, mentoring, coaching, and entrepreneurial mindset growth**
 - Building an ecosystem that works for the community and the city creates more opportunity for prosperity and furthering the growth of the lives of people in Tampa Bay.
- **Each individual team member, participant, & founder, Is held to the standard of showing up, and putting in the effort necessary to accomplish their own goals. We are not here to guarantee any outcomes, entrepreneurs will get out what they put in.**
 - You will be evaluated by your effort, commitment, and validated discoveries. There is no guarantee you will receive any startup funds if all you do is show up, there aren't participation trophies. You either want it or you do not.
 - Do the work to validate your business needs and you will receive what is determined needed to help your business get to the next phase.
- **All Tampa Bay Startup Ecosystem ESOs. (Entrepreneur Support Organizations) come together and create a consortium of their unique strengths.**
 - Examples:
 - Design thinking
 - Robotics



- Education
- Women
- Art / Makers
- Consortium can offer free resources and paid membership resources. Company or individual

Prime target demographics to serve

- Taking a raw idea and teaching how to think, create, develop, and deliver the idea into a business model and pitch deck for series A round is investment.
 - (Entrepreneurial Mindset, Financial Awareness and Comprehension, Creative Solution Development, Pivoting and Adapting, Listening and Executing.)
- We aim to work with the Unlikely Entrepreneur and the Underrepresented Entrepreneur. Primarily Black, POC & Women founders.

Skills and training

- Entrepreneurial Mindset
- Value proposition design, development and Implementation
 - MVP/Prototype
- Customer persona creations and discovery
 - Customer Journey / PainPoints
- Understanding Intellectual property
- Legal Business Entities and Best use cases, and Why
- Business finances
 - Data analysis and forecasts
 - Sales & Marketing