

## Ways we're building Equity in Entrepreneurship

- By establishing an Innovation Council, removing Silos and Building Bridges to create Equity in Opportunity. We can not guarantee or for certain outcomes as there is risk involved at the individual level. However, this is the foundation for a thriving and robust ecosystem of Entrepreneurship, specifically in communities and cities, local communities of small and medium sized cities specifically. Our community of choice to start building Equity is the Uptown Tampa, Formerly University Community. With the goal to expand into the West Tampa community.
- Establishing an "Earn as you Learn" culture, We establish a mutual respect that the effort we choose to put in effects all as equally as me. Show up, Communicate if things need to be rescheduled or faced challenges; life happens.
  - What is meant by "me"
    - Each individual team member, participant, & founder, Is held to the standard of showing up to scheduled meetings, phone calls or workshops and taking action on responsibilities committed to verbally. In return, all will receive equal support and resources necessary to achieve the next levels of business success.
    - This also creates an opportunity for mentoring and advising on what best to do with earned funds. We help entrepreneurs identify positive outcomes to advance on opportunities in the early stages of a risky startup. This inspires program participants to want to return later, share successes, lessons learned and offer mentoring, coaching, etc.
- 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. Additionally, Grow to Greatness Ventures receives equity when startups receive funding and/or, (based on contractual agreements) on all companies seed funded. All funding rounds are exchanged for a percent of ownership not ever exceeding 7 percent. This creates a self sufficient revenue generating income stream that allows for a greater impact locally and globally. To serve more entrepreneurs and communities across the world. This business model can be considered parallel entrepreneurship.
- All 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.)

### 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