

st. louis

DIVERSE BUSINESS ACCELERATOR

GREATER
ST. LOUIS INC.

Focused on Growing Diverse and Women-Owned Businesses

The Diverse Business Accelerator is for ethnically, racially and gender-diverse business owners looking to advance their enterprise's capacity to grow. In the span of three months, program participants will learn how to develop actionable business expansion goals, market and communicate their services, make meaningful business connections, and identify the capital and resources required to support growth.

PROGRAM OVERVIEW

The DBA program features a strategic curriculum facilitated by business coaches, professional services consultants (accounting, legal and brand marketing experts) and mentors. Within a welcoming and stimulating environment, participants will build a growth plan for their business by focusing on four essential areas:

Marketing to Win

Participants will learn to communicate their business's value proposition more effectively through customer-focused messages and selling strategies that attract profitable new business.

Building a Network

Participants will be matched with corporate mentors to establish a supportive professional advisory network essential to successful business growth.

Balancing Competing Interests

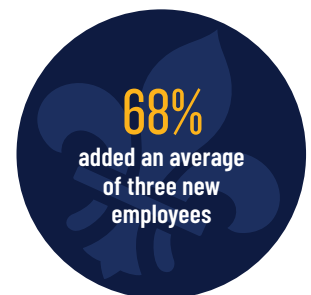
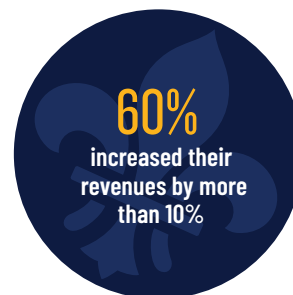
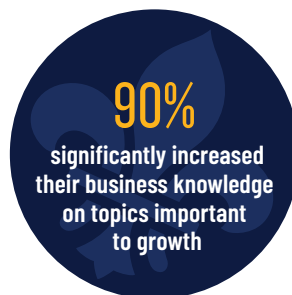
Participants will gain practical strategies for prioritizing how time and resources are managed to achieve desired outcomes and wisdom to address the inherent conflicts that arise as a business grows.

Financing & Scaling for Growth

Participants will learn how to attract capital and secure funding to support their growth plan and how to implement and improve processes required to scale their operation.

CONSISTENT RESULTS

Business owners from previous cohorts have shared that the knowledge and insights they gained through the DBA fueled their personal growth and confidence, as well as the size and revenue of their business. A recent survey of 15 recent graduates summarizes some of the measurable outcomes many have achieved.



Who Is Eligible to Participate

- Diverse and Women-Owned Small Businesses in the St. Louis Region; American Indian or Alaska Native, Asian, Black or African American, Hispanic or Latino, Native Hawaiian or Other Pacific Islander
- Industries: Construction, Construction Service, Logistics, Manufacturing, Professional Services
- Scalable business model with at least one employee
- Committed to full participation in the 3-month program

45
founders
served

\$475K
in capital +
resources
provided
since 2019

DBA PREDECESSOR NETWORK The Diverse Business Accelerator has helped energize the growth of entrepreneurial enterprises across a range of industries. After the completion of the DBA program, most continue to maintain connections with the DBA network of mentors, resources, consultants, and peers.

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PROGRAM TIME FRAME

Program participants meet weekly for three months but maintain ongoing connections to the supportive DBA network of resources, consultants, mentors and peers.

SAMPLE PROGRAM FRAMEWORK & SYLLABUS

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

Business Strategy | 12 Hours

Understanding your core business. Learning to lead at the speed of growth; from entrepreneur to CEO.

Communications, Revenue Models, & Strategy | 12 Hours

Perfecting the business pitch, understanding value proposition, and connecting marketing to customer satisfaction and client needs. Introducing revenue models and their connectedness to successful strategy implementation. One-to-one coaching sessions.

Mentor Connect & Growth Ready | 10 Hours

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

Final Pitch & Celebration | 4 Hours

The Final Pitch is an opportunity for portfolio companies to present their business to a panel of regional stakeholders for a chance to win \$10,000 in equity-free capital to invest in their business growth plan.

