



**Mountain Business
Equity Initiative**

Fall 2020

Community Entrepreneurial Cohort

we're going to give folks a few minutes to arrive and land. please stay on mute so folks can ground how they need to. drop a hello and a reflection from last week's module. thank you for being here today.

we'll start about 5 min after, thank you!

Welcome to our
Final Week!



Over 13 weeks, 20+ students committed a minimum of **39 hours (780+ total)** toward developing an equitable, inclusive entrepreneurial ecosystem that **centers the voices and experiences of the Black community, the BiPOC overall, and ultimately benefits ALL community members.**

Agreements

- ★ Speak from the “I”.
- ★ Participate fully.
- ★ W.A.I.T. - why am I/why am I not talking?
- ★ Get CURIOUS. Ask questions to get answers.

Reflection & Integration

Module One ::

Entrepreneurial Mindset: Creating vs. Reacting

Facilitator: Cortina Jenelle Caldwell



Module 1

Being an entrepreneur does not require any expertise or credential

Challenged me to check the mindset that might be holding me back

More curious about the entrepreneurial mindset

Developing a to do list for myself of what I wanted to accomplish at the conclusion of this class

Learning my motivation and why I decided to join the cohort

Find an unrealized need, and share a social conscience

Challenged by thinking I don't know enough

Be motivated and believe in your dream

Most limits we think we have are actually limits we set ourselves. Everything can be achieved one way or another - Rahman

Module Two ::

Legacy & History of Black Enterprise

Facilitator: Cortina Jenelle Caldwell



Module 2

How do we
get back to
Black Wall St.

The
possibilities of
being a
successful
entrepreneur

How important the
belief and support
of oneself,
community and
each other can be
when institutional
support is lacking

Being an
entrepreneur can be
accessible to
anyone, and piqued
my curiosity about
the legacy of
enterprise in the
bipoc community

I hate when people
are marginalized in
any way and that
was probably the
hardest part of this
module for me

Learning about
about all the
independent
bookstores that
were Black owned. I
felt bad that I didn't
know about any of
those, and I would
like to add more

Learning
about Black
cooperative
economics

Module Three ::

Vision Roadmap & Business Planning

Facilitator: Dewayne Barton



Module 3

Curious about how my personal values and strengths can help integrate my business with my volunteer work

Realizing the need within your community and acting on that.

Takeaway was from DeWaynes' story and how I did not realize until I got older that there are a lot of subliminal messages that go unnoticed when you say that you are "woke"!

Diana- Takeaway- Stay authentic to yourself and vision. Be inquisitive, fill a need.

that session challenged me to think critically about the need that my business is fulfilling which led me to clearly lay out the various components of my business and understand how they intersect and build on one another - Larissa

surprised by my thoughts when I started to take inventory with the reflection questions around who I am - really challenges me to see how those traits and values work behind the scenes to help and/or to thwart

planning and having goals set for your business. You should always have goals set for your business regardless if they are long or short term goals. Lastly, I tookaway that there is always some progress you could be making for your business even

Identifying resources tha

Module Four ::

Online Communication & Resources in the
era of COVID-19

Pre-Recorded, Online Module

Module 4

Takeaway (and challenge) is that we have to constantly adapt in this new remote world BUT the good news is that there is a lot of technology out there that we can use to adapt!

entrepreneur, it is vital to be actively searching for those resources and tools beyond your knowledge level. Can be a challenge having the space to look at your business with this birds eye view...Challenge-

Began to utilize LinkedIn more initially. I fell off but will be getting back on track with it soon

I also updated my LinkedIn profile and am looking forward to looking into About Me - marketing myself has been a big challenge.

Curious about GoodBooks

Curious- began thinking about databases to manage clients

I have been learning and playing with all the links we were blessed with. With my business being majority online, all those links will be useful to me so I would like to master them all. - Rahman

I'm always interested in new things. Every new thing I learn brings value to a customer

lots of curiosity about the new platforms I discovered and got started in building my website from the blue host recommendation! - Larissa

Module Five ::

Building Action Beyond White Supremacy Culture

Facilitator: Cortina Jenelle Caldwell



Module 5

challenged me to check my assumptions about people I choose to work with - Larissa

Being more inclusive - Talon

find ways to connect with those outside my comfort zone - Kari

Attended the Western Women's Business Conference - getting Tracey Green Washington's book.

Be intentional

Take away- Defining my response to social injustice. Challenges- Finding a way to engage those who are oppressing Curious- How to be part of the solution to social injustices and inclusion

Challenge - how to get the respect my culture deserves after swimming in a culture where we are invisible

Taking time to source BIPOC businesses that I may need to hire later.

Module Six ::

What If...? Building Courage & Leadership

Facilitator: Jason Muhammad



Module 6

Takeaway/Challenge-
How to not lose the
true purpose to my
business and how to
stay organic.- Rahman

when you
reach out,
people will
sometimes
surprise you -
Kari

Got SO much
inspiration from
Jason. It made me
get curious about
my courage. -
Larissa

Challenging
my self-care

Quote from Jason
M. F.E.A.R. "Focus
Everything Around
Results" -Talon

Takeaway - practice
crafting objectives
and smart goals -
really helped me
stay on track.

Takeaway was that
overcoming your
fears is usually a key
into taking the next
steps with your
business. - Rahman

Challenge... my
doubt in my
abilities when it
came to my
work. is it good
enough?

Take away- Very
Inspired by Jason's
Journey and work!! His
resiliency was
evident!

Module Seven ::

Sustainability: Balancing People, Profit & Planet

*Co-Facilitators: Keith McDade &
Jackson Tierney*

Module 7

Sustainability is all our responsibility and part of our contribution to the community we serve.

Takeaway - B Corps and B Local Asheville - how can my business contribute to sustainability?

I wanted to hear more about actions that service-based business can take, those of us that don't have a product that consumes energy - Larissa

Takeaway and curiosity is regenerative is challenging me to think what it will look like with this generation will be like from this pandemic and e learning and how it will impact my business?

Module Eight ::

Brand, Reputation, Authenticity & Integrity

Pre-Recorded, Online Module



Module 8

Takeaway/Challenge-
How to not lose the true purpose of my business and how to stay organic.- Rahman

I am my brand. My integrity, my morals, my values, my professionalism is all a part of my brand outside of my products.

Takeaways - coping with workload challenges really resonated with me from the first video.

I found ALL the videos helpful, especially the young guy who had mentors that never gave up on him - inspiring! - Kari

challenged me to check my language, look for places where I am using words or phrases that are not accessible for everyone to understand meaning - Larissa

Cortina's talk on authenticity really inspired me to conduct my business in a way that reflects me, not what others say business should look like.

Module Nine ::

Abundance in Mental, Physical & Emotional
Health and Wealth

Facilitator: Marcus Kirkman



Module 9

Takeaway - self-care through limiting media time - being intentional about media choices.

Takeaway- You will hurt more than help your business if you do not prioritize your mental health- Rahman

Takeaway: needing to make myself a priority and incorporate more self care/meditation/mindfulness into my days.

it was an honor to hear Marcus' story/journey and grateful for tools to always come back to when I need to ground back into myself - Larissa

Takeaway: Slowing down and reflecting on my true seasons. As well as learning to embrace them.

Takeaway - Take time out for self

Curious about learning more!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!
!!!!!!!

Module Ten ::

Procurement & Contracting

Facilitator: Rosanna Mulcahy



Module 10

Challenge is
to know your
worth so you
can know how
to bid

Takeaway - E
& O insurance
- glad to have
that
information.

Do your
research and
know your
worth - Talon

curious about potential im

So much helpful
information,
especially helpful
for me was
understanding the
full list of legal and
tax documents that
I need to have ready
to go - Larissa

Module Eleven ::

Building Your Business Website

*Co-Facilitators: Eric Jackson, Linda Brinkley,
Nancie McCraw, Rick Barley & Tom Pace*

Module 11

I really enjoyed how the team facilitated that session! they had a great flow between them and was so impressed they led a live tutorial on building a website so simply and quickly!

Great info and demonstration. Started building out my website.

Takeaway - would love to work on a raising a fund for cohort members to hire local web developers.

revamping can be a really healthy thing agreed

www.dianejen-co.com
m Yeah! revamping but, having fun.

Take away- **INSPIRED** to improve website!! Challenged me- Take advantage of the 20 min session. Currently working on site ...Curious about which site platforms to use

My Favorite Module!
With me currently working on my website and app they just taught me so many things to be looking out for and so many resources to use. Def will revisit this one. - Rahman

I learned that i need to hire someone

Module Twelve ::

Human Relations & Resources (People Processes)

Facilitator: Dianne Timberlake

Module 12

Takeaway - being the interviewer - what you can and cannot ask in the interview - some I had not thought about.

Appreciated the links to the state and Federal labor websites - have them bookmarked.

Takeaway- Know what you are looking for in partners and what help you need so you can put together a team you feel good about. - Rahman

that module opened up a lot of new threads of curiosity for me because I don't have any other employees or staff in my business but I work with many other people and want to create a culture of co-working with those folks - Larissa

Takeaway: The world of employer to employee must be relational. Based on the expectations of our workforce. Its costly to have poor relationship vs time and resources.

Module Thirteen ::

Integration, Liberation & Building Resilience

*Co-Facilitators: Marcus Kirkman &
Cortina Jenelle Caldwell*

Liberation + Graduation
