



The Power is in Partnerships: Building Startup Sustainability

One of the most difficult questions asked by those who have entrepreneurial aspirations is "How do I get started?" The question is even more relevant considering that only 4% of Black businesses survive beyond the startup phase. This dire statistic suggests that one of the greatest values an academic entrepreneurship center can add is to help businesses launch well and build sustainability.

Collaborating with local service providers is essential to the CSE's ability to help budding students, faculty, staff, and community entrepreneurs get off to a start that provides the best possible opportunity for long-term growth and success. One such relationship is the collaboration with the Baltimore Small Business Development Center (SBDC) led by Jennifer Fun and the West Baltimore Sustainability Project. The project has provided opportunities for students to work with counselors, legal professionals, and other service providers to support business startups. There has also been a long-standing relationship with PNC Bank which has offered expertise through community bankers on a variety of topics related to entrepreneurial pursuits. Programs with SBDC and PNC Bank align with other initiatives such as the CSE's role in the Technology Development Corporation (TEDCO) of Maryland's Open Institute for Black Women Entrepreneur Excellence. Services available through the three programs provide a menu of experiences that will facilitate a successful entrepreneurial journey for those we serve.