

# BLACK<sup>◆</sup>WEALTH SUMMIT™

ENGAGING OUR HBCU COMMUNITY:  
ENTREPRENEURSHIP BUSINESS CASE  
COMPETITION



UNAPOLOGETICALLY INVESTED IN THE PROSPERITY OF BLACK PEOPLE

# THE BWS EXECUTIVE TEAM

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**CEDRIC NASH**  
President & CEO



**MICHAEL ROBINSON**  
Vice President



**O'NEAL ROBISON**  
Treasurer/CFO



**RENEA J. PIERRE**  
Secretary



**DAVID OGUNRINDE**  
Brand Strategist



**ALANA ROBINSON**  
Program/Curriculum Leader



**TREY BRADY**  
CMO

# SUMMIT FORMAT

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## Highlights of the 3-day virtual experience:

DATE	THEME	CONTENT
<b>Wed / Oct. 20<sup>th</sup> / 2021</b>	<b>Why Does Black Wealth Matter</b>	<ul style="list-style-type: none"><li>• Conference Kickoff / Fireside Chat / Panel Discussion</li><li>• Financial Coaching</li><li>• Networking and Entertainment</li></ul>
<b>Thurs / Oct. 21<sup>st</sup> / 2021</b>	<b>Why Does Financial Freedom Matter</b>	<ul style="list-style-type: none"><li>• General Session</li><li>• Breakout Sessions</li><li>• Financial Coaching</li><li>• Networking</li><li>• Pitch Contest</li></ul>
<b>Fri / Oct. 22<sup>nd</sup> / 2021</b>	<b>Own Your Personal Wealth Journey</b>	<ul style="list-style-type: none"><li>• General Session</li><li>• Breakout Sessions</li><li>• Conference Close</li><li>• Financial Coaching</li><li>• Networking</li></ul>

# BUSINESS CASE COMPETITION SPONSORS

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miro  
ventures

# Business Case Competition Highlights

*Promoting Student Entrepreneurship*

Showcasing student created, managed, and owned ventures.



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# THE CASE FOR CHANGE . . . START WITH THE NUMBERS

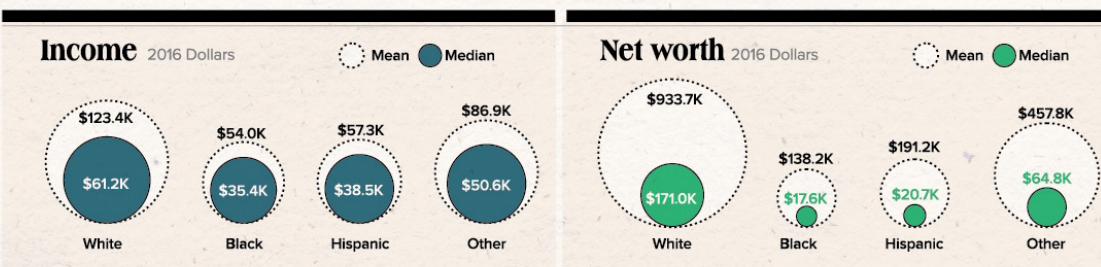


## THE RACIAL WEALTH GAP

ASSET TYPES HELD BY RACE

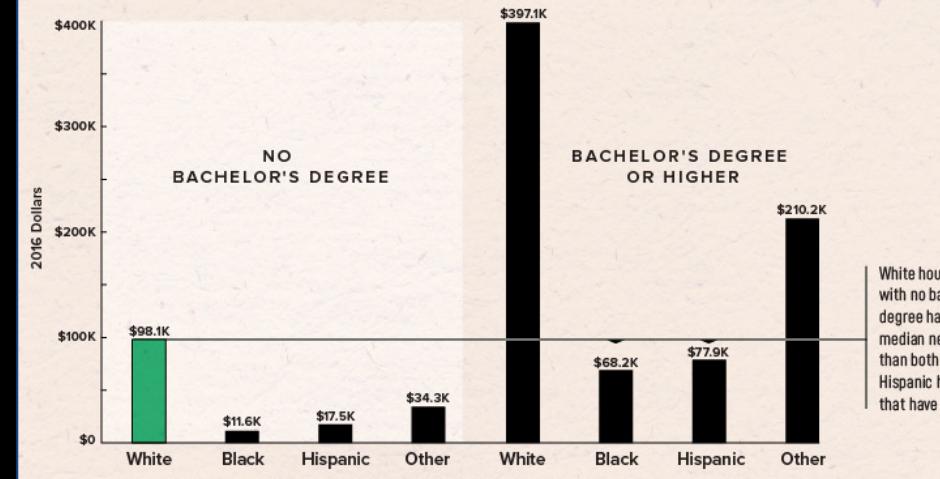
There are large differences in income and wealth between racial groups in America.

According to the U.S. Federal Reserve, White families have a median net worth that is almost 10x higher than that of Black households.



## Median Net Worth

BY EDUCATION LEVEL OF HEAD OF HOUSEHOLD



Source: The Racial Wealth Gap in America: Asset Types Held by Race  
<https://www.visualcapitalist.com/racial-wealth-gap/>  
Jenna Ross • Visual Capitalist • June 12, 2020

**Black households**  
have never held more than



of the nation's total wealth

01. Black family wealth is one-tenth that of White families
02. Less than 50% of Black families own their residence
03. Racial wealth disparities are larger for more highly educated Blacks
04. Intergenerational wealth transfers are a major determining factor in the distribution of wealth
05. Wealth that Blacks have been able to build often is destroyed through acts of domestic terrorism

# HBCU Business Case Competition FORMAT



A Virtual Event

October 21, 2021



## Competition Rules of Engagement

### HBCU TEAMS

- 2 – 4 Member Teams of currently enrolled students at a participating HBCU
- Undergraduate (at least one full time student) or Graduate
- Must designate team lead
- Must submit verification of student status
- No finalist substitutes are allowed

### SCORING CRITERIA

Quality of Idea	20%
Viability and Scalability of Model/Strategy	20%
Market Attractiveness and Exit Potential	20%
Quality of Written Work	10%
Investor Interest Level	20%
Financial Projections	10%

### FINAL SELECTION AND AWARDS

- Finalists must participate in mandatory feedback sessions
  - Sessions not scored/ranked
  - Teams – 10 min pitch
  - Mentors – 30 min feedback
- Finalists must be present for the final pitch presentation and award ceremony.
- Presentation order will be random



## Prize Payment Information

**1<sup>st</sup> Prize = \$12,000** ◦ **2<sup>nd</sup> Prize = \$8,000** ◦ **3<sup>rd</sup> Prize = \$5,000**  
*Honorable Mention (2) = \$2,500*

- Cash Prizes will be awarded to the winning teams.
- Award money will be disbursed to each student on the winning team.
- Each winning team member will be required to submit a W9 or other appropriate tax documentation.



## Business Case Outline

- Overview of Your Business, its Mission and Vision
- What business problem does your product/service solve?
- Describe your Product/Service
- Provide a Market Overview, including your Target Customers
- Describe your competitive environment and your competitive strategy
- What is your Business Operating Model?
- Describe your Management Team
- **Financials:** Share your detailed 5-year projected income statement
  - How much capital do you need?
- Summarize your case
- Provide Team Lead Contact Information

# HBCU Business Case Competition FORMAT



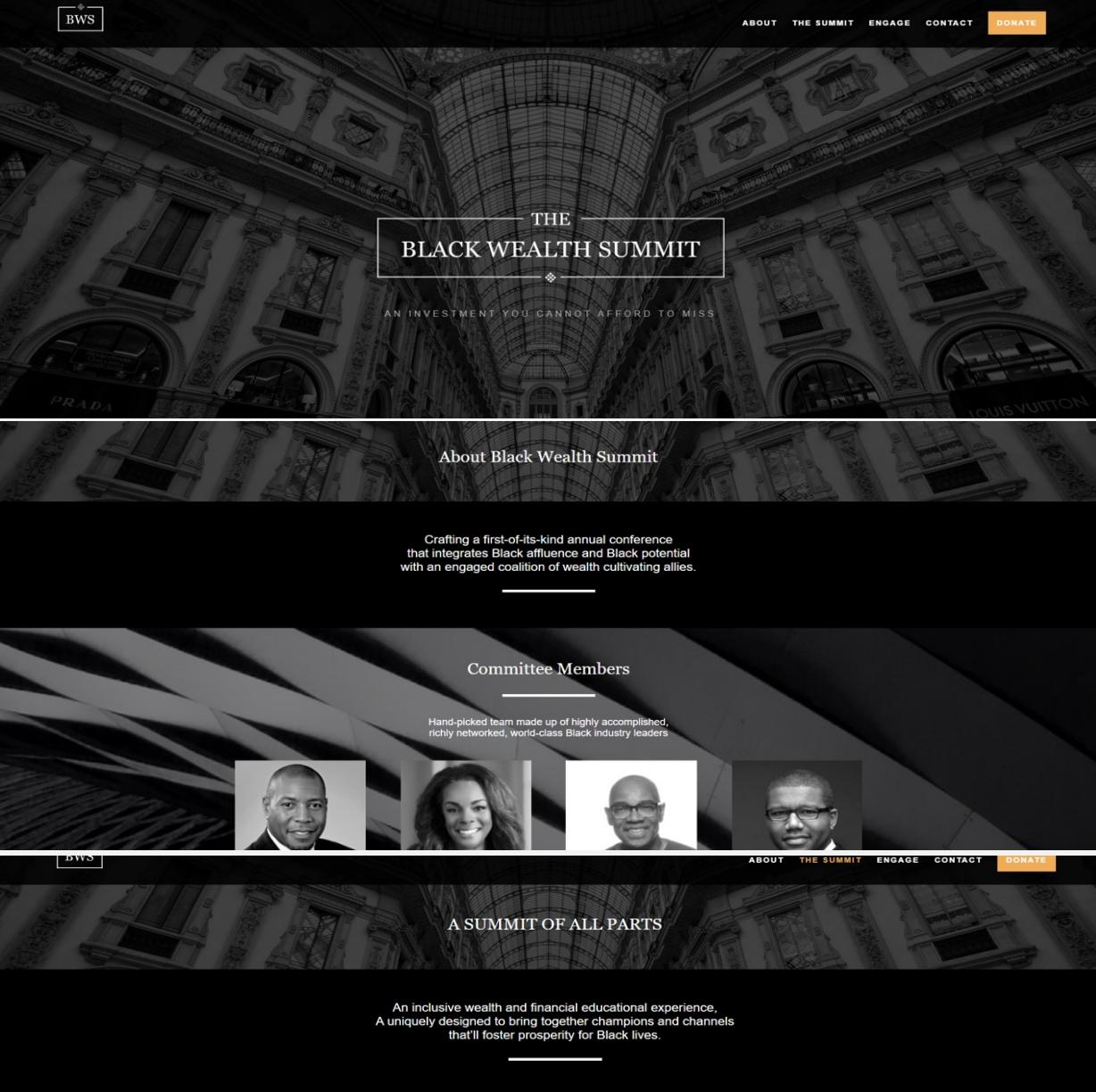
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Milestone	Date
Registration and Application Guide	17-Sep
Competition opens for Applications with Executive Summaries - intent to participate	24-Sep
Proof of Student Status Submission Deadline	24-Sep
Business Case Submission Deadline (10 pages max, excluding Cover and TOC)	13-Oct
Announcement of Top 3 Finalists and Honorable Mentions (2) - and Feedback Session	15-Oct
Business Case Competition Final Presentation	21-Oct
Award Ceremony	21-Oct

**All submission deadlines are FINAL!**



# Black Wealth Summit Website

[www.blackwealthsummit.com](http://www.blackwealthsummit.com)

- **What we need from YOU:**
- Submit applications for team competition.
- Share the BWS website
- Follow BWS on IG and Facebook
- Promote BWS with your faculty, staff and students

Thank You!!