

BLACK WEALTH SUMMIT™

ENGAGING OUR HBCU COMMUNITY:
ENTREPRENEURSHIP BUSINESS CASE
COMPETITION



UNAPOLOGETICALLY INVESTED IN THE PROSPERITY OF BLACK PEOPLE

THE BWS EXECUTIVE TEAM



CEDRIC NASH
President & CEO



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Vice President



O'NEAL ROBISON
Treasurer/CFO



RENEA J. PIERRE
Secretary



DAVID OGUNRINDE
Brand Strategist



ALANA ROBINSON
Program/Curriculum Leader



TREY BRADY
CMO





Highlights of the 3-day virtual experience:

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

BUSINESS CASE COMPETITION SPONSORS



PENDULUM[®]



miro
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Business Case Competition Highlights

Promoting Student Entrepreneurship

Showcasing student created, managed, and owned ventures.



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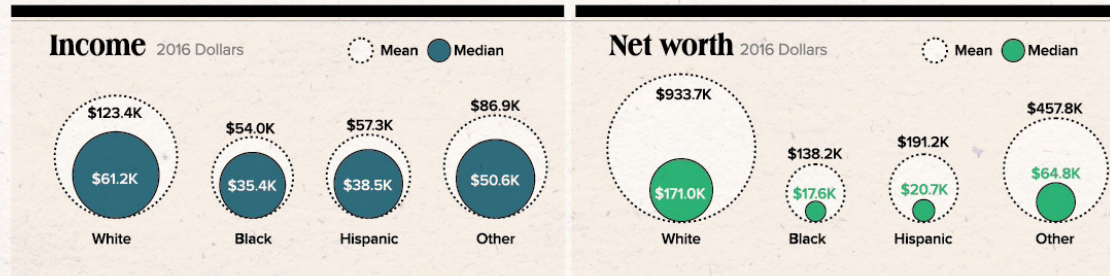
THE CASE FOR CHANGE . . . START WITH THE NUMBERS



THE RACIAL WEALTH GAP

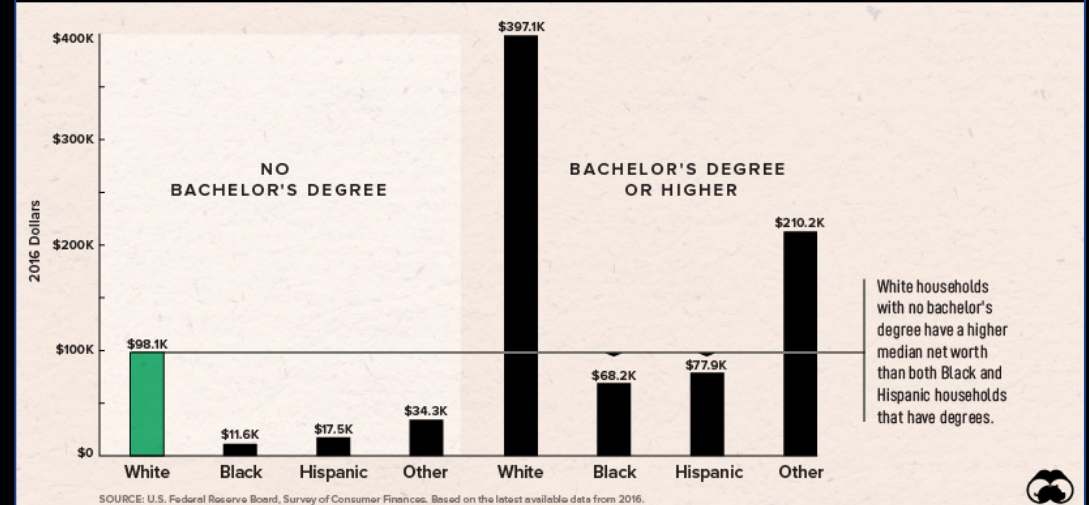
ASSET TYPES HELD BY RACE

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

 **5%**

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

1st Prize = \$12,000 ◦ **2nd Prize = \$8,000** ◦ **3rd 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 to 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!

THE BLACK WEALTH SUMMIT

AN INVESTMENT YOU CANNOT AFFORD TO MISS

About Black Wealth Summit

Crafting a first-of-its-kind annual conference that integrates Black affluence and Black potential with an engaged coalition of wealth cultivating allies.

Committee Members

Hand-picked team made up of highly accomplished, richly networked, world-class Black industry leaders



A SUMMIT OF ALL PARTS

An inclusive wealth and financial educational experience, A uniquely designed to bring together champions and channels that'll foster prosperity for Black lives.

ATTENDEES

New Investor
\$1,000 to \$49,000 of Investable Capital

Emerging Investor
\$50,000 to \$99,000 of Investable Capital

Intermediate Investor
\$100,000 to \$249,000 of Investable Capital

Seasoned Investor
\$250,000+ of Investable Capital

EDUCATORS

Celebrity Wealth Role Models
Wealth Industry Leaders
Wealth & Financial Advisors
Wealth-Building Influencer

SPONSORS

Major Financial Institutions
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Wealth Management Firms
Insurance Companies
Tax Advisors
Estate Planning Advisors

Black Wealth Summit Website

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!!