

Knownpreneurs Inc

**Description**

**The Answer to BIPOC Business Growth**

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# Are You Grant Ready

## We can support your

Are you a Black, Hispanic, or a woman small business owner?



Have you been in business for more than a year?



Have you had sales every month, the past 12 months?



Is your company in good standing with the State of CT?



Are you up to date on your tax filings?



**For the past two years, we've been operating the KNOWNpreneurs Growth Lab, providing invaluable training and resources to more than 200 businesses. We are proud to say that our business accelerator program has graduated 47 exceptional leaders who have created more than 60 new jobs and generated over \$3 million in new revenue.**

As a non-profit, we are committed to expanding our impact and reaching even more entrepreneurs.

We provide resources to BIPOC entrepreneurs, such as:

- Access to funding opportunities and investment support
- Business coaching and mentorship
- Networking and collaboration opportunities with other entrepreneurs and industry experts
- Educational programs for financial planning, marketing, and business development

**Together, we can build a more equitable and inclusive community.**



[Guild For Growth](#)

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## Who should apply to be a KNOWNpreneur?

The KNOWNpreneurs Growth Lab program is designed to specifically support Black, Indigenous, People of Color (BIPOC) owned businesses. As such, the program curriculum and mentors have been chosen to effectively help grow BIPOC-owned businesses in the Greater New Haven area.

### BIPOC-owned

- Annual revenues greater than \$50,000 and less than \$500,000
- Must be in a growth phase of business
- Building a positive reputation in the Greater New Haven area
- Gain Access to a bigger market
- Connect with key movers and shakers
- Receive a minimum of \$10k line of credit awarded upon graduation
- Dedicated business coaching
- Intensive networking
- Access to 2 years of continuous training and capital roadmap

**Time Commitment:** 2-3 hours per week **Group Classes:** Tuesdays 9:00 a.m. – 11:00 a.m. **Duration:** Each cohort is a 16 week program (exact dates to follow)

## Juan Salas-Romer Featured on Connection Corner

Juan Salas-Romer, Founder and Executive Director of KNOWN, joins Barb Nangle, host of Connection Corner, to speak about the KNOWNpreneurs Growth Lab.

## Features of the KNOWNpreneurs Growth Lab

### Weekly lessons focused on the following categories:

#### Goal Setting

Maintain accountability while developing and achieving business goals.

#### Business Back-Office Structure

Leverage certifications and socioeconomic designations and assessing insurance needs.

#### Marketing

Define your social media and web presence and developing strategic marketing collateral.

#### Managing Key Performance Indicators



Weekly monitoring and accountability

## **Finance & Funding**

Explore non-traditional funding resources and enhance fundamental financial acumen.

## **Work/Life Balance**

Intentional strategies to re-balance and regroup.

## **Perfecting Your Presentation**

Deliver results-driven and impactful presentations.

## **benefits of being a KNOWNpreneur**

### **Join the KNOWNpreneurs Growth Lab Community to:**

- Accelerate business growth
- Mitigate risk of failure
- Improve cashflow stabilization
- Network with fellow entrepreneurs
- Raise capital and/or debt
- Gain access to the marketplace
- Communicate with capital & debt providers
- Meet influential industry experts



## Be featured on KNOWN Live's "The Connection Corner"

All KNOWNpreneurs will be given the opportunity to perfect their pitch while being interviewed on The

Connection Corner with Barb Nangle.

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## Work from KNOWN

All KNOWNpreneurs enjoy:

- free access to KNOWN Coworking space during the duration of the program,
- workstations and amenities,
- access to all events,
- and networking opportunities during weekly *Networking @KNOWN* events

Additionally, those who complete the program will receive:

- A plaque or frame with the name of the participant,
- The participant's company and headshot will be displayed on the KNOWNpreneur wall
- A year membership to KNOWN
- A \$10,000 line of credit from CEDF
- A one year membership from the Greater New Haven Chamber

## Partners & Supporters



possible by the support of the following partners and



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UNITED STATES CHAMBER OF COMMERCE

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