IMPACT REPORT 2021

Street Entrepreneurs

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Street Entrepreneurs 2020-2021 Approach and Accelerator Impact

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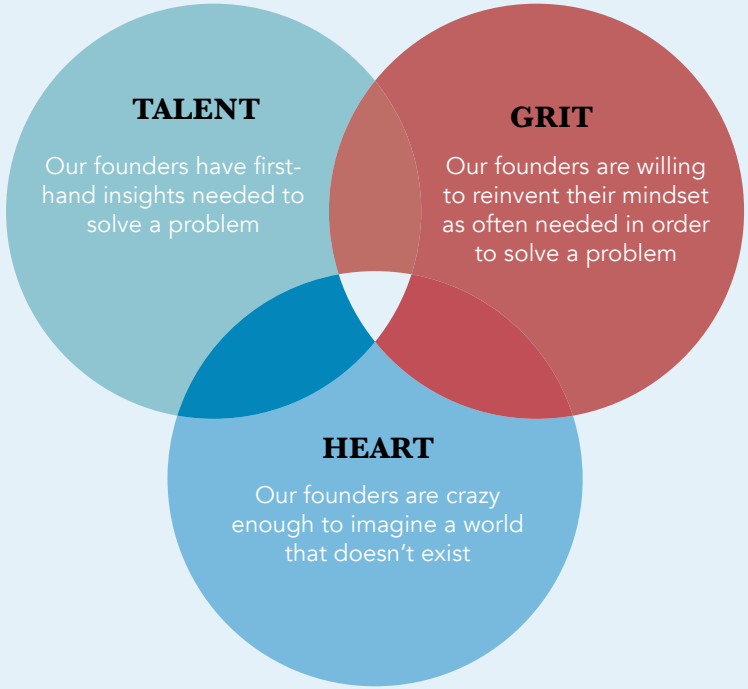
Street Entrepreneurs believes in a grit economy where talent, heart and grit are the sole determinants of access to knowledge, networks and capital. As a 501c(3) non-profit organization, we harness the power of small business founders to fuel positive change and cultivate equitable communities.

Our approach is deeply rooted in community organizing principles: we strongly believe in "nothing about us, without us," and that those closest to the problems are best suited to solve them.

Since 2015, we have molded culturally-applicable curriculum and targeted support for the grit economy.

In training thousands of global majority founders through transitions from side-hustles to scaled technology companies, building business while balancing lives as houseless youth, navigating life as first-generation immigrants, single mothers, inventors, designers, and changemakers, we've learned how to design pragmatic, flexible and relevant educational opportunities that build leaders in responsive ways.

Figure 1. Who We Are



Our Approach | The Street Entrepreneurs Experience

Overview : Our founders describe our approach as hands-on, creative and interactive. We make education accessible by identifying and training facilitators to showcase practical, first-hand narratives and experiential learning across topics on starting, operating or growing a small business or startup.

We intentionally incubate both small businesses and startups, blending micro-entrepreneurs, side hustlers, and tech CEOs to exchange ideas, discover new partnerships, and fuel an inclusive ecosystem that equally values the "fast and far" and the "mom and pop." Knowledge and opportunity are two of the strongest tools for equality, and we believe in the cross-pollination of both across domains.

Our 2020 approach was one of resilience and adaptation in light of the unknown. Through a $175,000 grant from the Washington, DC Office of the Deputy Mayor for Planning and Economic Development, we adapted a city-wide program into a virtual accelerator. Originally structured to provide industry and development-stage specific workshops through physical activations in each Ward, our COVID-19 adaptations included 70 virtual workshops, opportunities for technical support and bartered skills, and a closing peer-selected, virtual showcase reaching over 1,000 viewers and showcasing seven founders.

Figure 2. Grit Defined by Street Entrepreneurs

"I define grit as the ability to overcome challenges. I associate this with being resilient, to see and transform every situation into an opportunity to improve, to advance and to keep evolving."

"Grit is pushing through uncomfortable moments of unclarity and finding ways to incorporate your strengths to persevere."

"Grit is knowing the task in front of you is impossible and taking a step forward anyway. It comes from the gut but requires heart. Everyone has it, but only the brave activate it."

"Grit is a relentless ability to persevere, to proactively seek, and create opportunities to make a vision come to life."

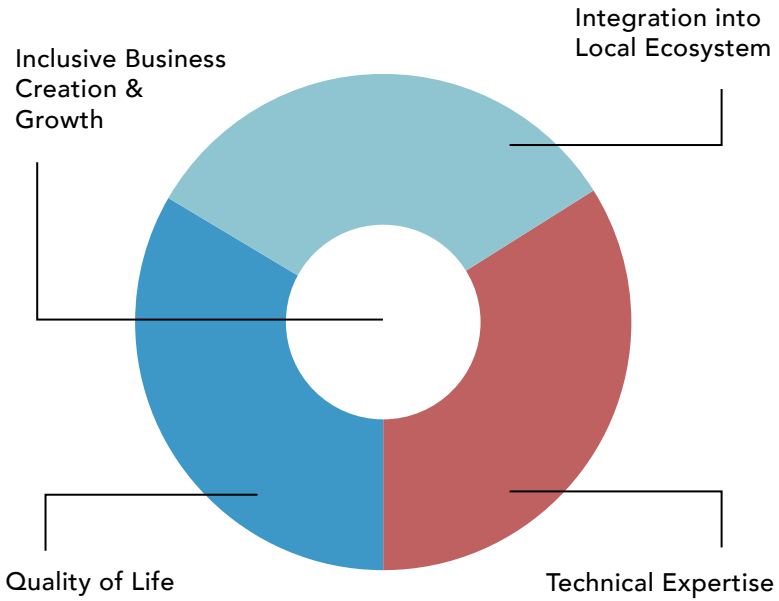
"My personal definition of grit is the inner strength to keep going until you gain the desired results for your vision. No matter if you have to pivot or stay the same course, true grit to me is never giving up; and being all in for your dream."

The Innovation Accelerator Design Framework

Whether online or offline, our approach integrates three components required for an inclusive economy. We define inclusive economies as economies that embrace the participation of and provide benefits to everyone, but particularly those who have been historically excluded from the benefits of economic growth. These economies recognize that histories of discrimination and structural barriers directly impact the development of networks, including the access to and flow of social and financial capital, technical experience, and even perceptions of scarcity. Improving these factors has spillover effects beyond just an individual, since what is personally gained is then transferred within families and across communities.

To build an inclusive economy requires interventions across quality of life, technical expertise, and local ecosystem integration. In designing our curriculum and programs, we take into consideration the situational factors, cultural contexts and socio-economic conditions that impact founder motivation, business creation and business growth.

Figure 3. The Innovation Accelerator Design Framework



Quality of Life

Participants join Street Entrepreneurs with a concept, a hobby, a passion, or desire to supplement their income. While some are motivated by a hopeful promise of profits in response to market opportunity, most are achieving micro-goals to supplement income week-to-week or month-to-month. Since the business motivators of purpose versus profit often align with founders experiencing different needs and priorities, we adapt curriculum to this differentiation to meet them where they are.To do so, we design for participants' "whole of life" experience, which we define as circumstances that, when positive, influence a person's overall well-being.

This includes one's perception of self and others, as well as the indirect or direct benefits of opportunities to family and surrounding community. Our founders self-report their quality of life and we make dedicated efforts to align program offerings to participant motivations, while also engaging in consistent dialogue on factors external to (but influential of) business operations. For example, beginning in 2020, we expanded investments to provide stipends for childcare, transportation and wifi needs to help mitigate the realities of COVID-19 transitions.

Technical Expertise

The Street Entrepreneurs Accelerator curriculum is structured across three modules, which are adapted to align with trends in industry and stages of growth among each cohort. We finalize curriculum offerings after cohorts are selected, then group and articulate courses, workshops and skills-exchange opportunities in easy-to-understand terms. We also curate lecturers with direct industry experience, presenting practical stories over theory, and integrating those mentors into on-going programming to synchronize curriculum, advice and mentorship as much as possible.

Figure 4. Street Entrepreneurs Accelerator Curriculum

Module 1. Growth + Collaboration	Module 2. Compliance + Access	Module 3. Communications + Exposure
Business Ideation + Lifestyle Alignment	Finance + Accounting	Stakeholder Mapping
Sales Collaboration + Strategy	Legal Structures + Registration	Personal + Professional Branding
Operations: Building Workflow Skills + Tech-Enabled Businesses	Business Taxes	Marketing

In an offline world, we structure class sizes of less than 25 people with self-paced and guided modules to allow for relationship building and flexibility in approach.

Once virtual, we removed class size limitations and continued to center peer-centered learning, improvisational comedy, indigenous peoples' learning techniques informed by the Kiva method, and targeted mentorship illustrated through the design elements below:

Figure 5. Street Entrepreneurs Curriculum Elements

Expanded Support Incorporate learning at each interaction, including contacting denied applicants to offer rationale and referrals for ongoing support	**Experiential and Didactic Teaching** Infuse design-thinking methodology, interactive facilitation, improvisational comedy, and indigenous peoples' learning techniques informed by the Kiva Method	**Peer-Centered Iteration** Incorporate peer-selection and peer-feedback into advancement opportunities for participants (i.e. Street Pitch qualifying rounds and Talent Exchange)
Lean Canvas Methodology Enhance focus on end-user observation and failure-planning	**Customizable Curriculum** Align core curriculum with responsive wild-card workshops to adapt for specific needs and feedback	**Recognition of Self in Business** Incorporate leadership development, personal health and vision-planning to support overall founder development
Ecosystem and Stakeholder Mapping Identify opportunities and linkages within an entrepreneurs' present environment	**Public Accessibility** Offer workshops on a sliding scale ($0-$50) and incentivize long-term commitment.	**Whole-of-Life Support** Provide self-paced learning and host or provide childcare, transportation or other need-based stipends
Cultural Integration Identify and incorporate speaker, mentor and case selection to reflect the diversity of the cohort and community	**Peer-to-Peer Support Networks** Leverage connections and community to exchange expertise and services across groups	

Local Ecosystem Integration

Knowing where to go for resources, how to connect with customers, and when to enter into and exit out of opportunities are key determinants of successful entrepreneurial journeys. Though financial capital is closely tied to social capital and heavily influenced by professional networks and generational wealth, we are committed to breaking these channels for a grit-focused economy. To do so, we incorporate intentional design and reposition individuals with influence and economic power.

Since our approach is industry and sector agnostic, a sliding scale enables us to offer free and low-cost services, attracting entrepreneurs from across the ecosystem. Despite their differences in stage, approach or design, they barter, share resources and collaborate on insights through the Talent Exchange. These peer networks extend beyond our initial engagement and influence selection in Street Pitch as well as on-going collaborations. See more on these features in "2020 Impact | The Street Entrepreneurs Talent Exchange" and sections that follow.

Maddie Boening, Sunstone Candles

"I've been going to Street Entrepreneurs programming for years and I'm happy to have met a great group of folks. We email back and forth with questions and they came to my store launch last year.

I've gained volunteer graphic design work that helped define and create my brand, a judge from Street Pitch contacted me on LinkedIn to share free business consulting offered by their organization, the Small Business Development Center, and I've had direct support from the patent law instructor, Teka Thomas. It's up to us to make the most out of this program, we have to meet it halfway."

Our Origin Story In conversation with Founder/CEO, Juliana Cardona Mejia

Various touch points inspired Street Entrepreneurs. I wanted to invest in youth experiencing houselessness because I believed them to be incredibly talented. I worked at the World Bank and walked into a building every day with a frame above the door that read, "Eradicate Poverty." Yet each day, just moments before seeing this sign, I'd pass by people experiencing homelessness and wouldn't even stop to say, "hey, how are you?"

I was conflicted by this, by my disposition to look away. I started to research and understand the systemic causes and learned that 40% of homeless youth age out of the foster system. Once on the street, some fall into dealing drugs. Often, dealing is seen as an avenue to get out of the streets. On the streets, contrarily, there are structures in place to support dealing - and those structures are available to these youth: senior dealers finance initial orders, and there's a sentiment of group protection by association. On the other side of "legality," if a youth were to walk into a job interview dressed inappropriately or without an address for reference, or maybe even without photo identification - it's likely a non-starter. That person will probably not leave with an offer.

So, the idea formed - how can we invest in you, in these youth? They had the raw talent: sales, distribution, and risk mitigation. How could we invest in that? We asked those questions, and we got started.

As I began to work with and feel even more connected with homeless youth, I began to associate what I witnessed in them with what I'd seen in my mother. My mom is an entrepreneur. She started a chain restaurant in Colombia that she sold before immigrating to the United States due to violence. Upon arrival, my parents started a restaurant that went bankrupt in the economic downturn of 2011, and my mom, not knowing English or really how the system operated, created a cleaning company to recover. I've always admired her grit and humility. She had no problem going from high heels to sneakers, from managing a restaurant to cleaning houses and toilets. The resiliency was evident.

On a few occasions, around age 11, I'd join her to help clean offices during the night shift. I saw how exhausted she was. I saw in her someone willing to do whatever they must to support their family. To make it. That's what I saw in homeless youth, too.

Grit.

Adversity is the breeding ground for entrepreneurship. Adversity teaches you to be resourceful and to adapt. When you survive, you have a blueprint for survival, time and time again.

Our Seed Growth and Approach

We initially offered free entrepreneurship workshops in shelters and juvenile detention centers before transitioning to a sliding-scale open to the general public and housed within the Inclusive Innovation Incubator (In3). Though we continued to target and advertise our services for homeless or under-resourced youth, interest expanded as our program grew. Soon, corporate professionals, educators, and others who desired free and low-cost experiences with notable instructors joined our community.

That's when Street Entrepreneurs took a life of its own - where we could see the tenets of a grit-based economy form: an economy where talent, grit, and heart make-up the sole determinants of access to capital, networks, and education; and where industry and expertise become cross-pollinating networks.

We identify talent by assessing how a person's unique experiences inform problem-solving and positively impact their ability to succeed. Our credence that implements "nothing about us, without us" sources founders who have personally experienced the challenge addressed. For example, Natalia "Naty" Silva's Scarves for Healing, is led by a founder who first underwent chemotherapy and couldn't find the desired head scarf for her new look - so she made one and is now inspiring women undergoing chemotherapy across the country. We aim to engage founders who can see a world or a solution that doesn't exist - and have the heart, the care, the motivation, and the determination to do something about it.

We could not have grown without the adaptiveness of our community. As we scaled, we transitioned towards sustainability by offering Pay-What-You-Can workshops, which set payment on a sliding scale between $50 and $0, supporting operations for just over a year. Our founders adapted to this model, paying more when they could and leveraging the community when they could not. We built-in incentives, as consistent attendance and engagement opened opportunities to connect with mentors and coaches. Engagement is one of many factors determining access to the Talent Exchange and a spot at the Street Pitch showcase.

In 2019, an independent study by Deloitte surveyed 200 Street Entrepreneurs program participants from 2017-2018, finding that our approach had a powerful impact on society. Specifically, our ability to impart relevant skills helped build better businesses, develop relationship networks, and provide both visibility and leadership opportunities to entrepreneurs from diverse backgrounds.

Figure 6. Findings from 2019 Deloitte Impact Study

Leadership Development

84% ***Found their participation in the program equipped them as a better leader, based on increased confidence, being prepared for new types of relationships and access to peers facing similar issues***

Skills Improvement

4 out of 5 stars

- Management and Human Resources
- Leadership and Emotional Intelligence
- Ideation and Design Thinking
- Business Planning and Storytelling

3.7 out of 5 stars

- Gaining Access to Capital
- Legal Resources
- Accounting
- Finance
- Strategic Growth
- Marketing and Sales

Network and Community Effects

78%	Found at least one new meaningful relationship
68%	Found coaches or mentors
9%	Found investors
53%	Made new friends
95%	Found the access to the accelerator network "valuable"or "extremely valuable"
24%	Gained access to public speaking opportunities
38%	Experienced a growth in jobs, with at least 80 full-time and 180 part-time jobs created by our founders from 2017-2018
134	The number of local value chains developed in Washington, DC

Marleny Kery, Kery's Enterprises

I've been going to Street Entrepreneurs workshops for years - I always knew I wanted to be an entrepreneur but I didn't know what I'd create. So I kept going to workshops as I imagined different ideas. Now I'm building an herbal blend business that incorporates CBD to support alleviation from pain, anxiety, and depression. Yeah, I have a masters in Management but it wasn't until this program that the theory became practical, actually useful. And I gained confidence - I feel more comfortable asking for help and have a network to leverage and ask.

"I became more self-reliant, aware, disciplined. I learned how to build relationships with hardliners and overall businesspeople. I learned to budget in a way where my customers are happy, and my bottom line is covered. Most importantly Street Entrepreneurs is a dynamic way of sharpening your skills and having fun doing it."

-Street Entrepreneurs 2018 Workshop Participant

"As a small business owner, you often believe that you are alone in the daily challenges. The program made me realize that many of my challenges are ones that all businesses go through and that there are solutions, as well as services and programs that are readily available to assist."

- Street Entrepreneurs 2018 Workshop Participant

These and ongoing evaluations have helped identify and inform opportunities to improve our approach. By designing with the human at center, business growth is a by-product of human-growth. And being with the people remains our highest priority. Join us.

Juliana Cardona Mejia

2020 Impact | The Street Entrepreneurs Virtual Accelerator

Overview of Impact

The small business crisis catalyzed by COVID-19 brought unprecedented challenges to underesourced founders. Global majority and women-owned companies were the most at risk, with existing obstructions to financing, customers and training worsened by lockdowns and health concerns. At the same time, however, the year presented an opportunity for innovation and creativity - as founders responded to new market demand and pivoted to cover for lost income streams.

With support from the Office of the Washington DC Deputy Mayor for Planning and Economic Development, DC Mayor's Office of Latino Affairs, Target, Capital One, and individual donors from April 2020 to January 2021, founders accessed 70 targeted and engaging webinars live or on-demand. Session leaders, content and structure were curated following the The Innovation Accelerator Design Framework, aligning founder's unique needs and motivators with practical engagements. Sessions also cross-pollinated nascent founders with experienced entrepreneurs, and those across industry, helping to translate curriculum to actionable advice.

Averaging 19 participants per virtual session and hosting 80 speakers from across Washington, DC's startup and small business ecosystem, over 70% of founders rated the usefulness and quality of content at 5-stars. Over 80% scored speaker quality at 5 stars and 65% reported an improvement in their confidence as a business owner.

100% desire to attend future Street Entrepreneurs programming and over 90% would recommend future workshops to a friend.

Most founders accessed recorded content while 40% participated live, taking advantage of rotating scheduling blocks at noon and 4pm EST. Scheduling offerings, availability of mentors and advisors, and connections with staff and community helped make our offerings convenient for 75% of founders.

Figure 7. Testimonials

"With a ten-year background in mobile app development, now building a startup, It was beneficial to get a breadth of knowledge from people who weren't in technology. The issues that I was trying to solve was really about the business side of things - about seeing people's perspectives on the fundamentals of business."
Alex Leone, Sprout Tech

"I'd started my plant-based product company as a side-hustle,, and I needed help with structure, marketing, accounting, and how it all fits together. I was participating in SEED SPOT's accelerator when I learned about this program, and after attending workshops, grew more comfortable in sharing my story, upgraded my use of social media, and launched a new website.
Oslyn Cummmings-Cave, Flower Bomb

"Juliana, Street Entrepreneurs' CEO, is so passionate. I feel comfortable sending her an email and asking for things. I feel comfortable asking for help and I know that she's routine for me."
Marleny Kery, Kery Enterprises

Equipped with strategies to navigate challenges in management, human resources, leadership and emotional intelligence, ideation and design thinking, business planning and storytelling, fundraising, and the operational core of running a business (legal, accounting, and formation), 84% of founders reported that participating in our virtual accelerator programming helped position them as a better leader.

Ruth Rau, Mouse Loves Big

The idea for open-ended toys came out of the recall of my son's favorite teething toy for lead paint. I was unexpectedly a stay-at-home mom with a background in architecture and some e-commerce experience. I completely bootstrapped to this stage.

What I appreciate most about Street Entrepreneurs is the openness and candidness of the advisors. They were very open about their experience, their opinion, and their options. It was refreshing that they weren't trying to sell me anything - it was about sharing experience.

Steven Gas and Marissa Withers have been particularly helpful - Stephen with amazing insight on the toy, children and entertainment industry and Melissa Withers on how to prioritize my time. This was one of the best learning experiences I had simply because of the quality of the workshops and follow-up with expertise. Even within a crazy pandemic.

Our Entrepreneurs

Over 1,000 founders joined us throughout the year-long program, with most driven by a motivation to focus their talents and resources on their passion, which is to solve a problem impacting their community (52%). Others pursued entrepreneurship out of necessity, such as the need for more income or job flexibility (35%). Smaller proportions, 5% respectively, wanted to grow a hobby/side-hustle or capitalize on an identified opportunity to build wealth.

Though most were in the ideation or early concept-development phase, a smaller proportion were post-revenue and interested in strategies to scale.

Figure 8. Founder Goals

I am acquiring members slowly but I have a group of engaged service providers on my platform (a woman contractor, architect, math tutor, spa owner, web developer, piano teacher, etc.). I'm offering the platform for free now, but want to figure out a membership/pricing model that could work for my business goals.

I'm having trouble securing financing to start manufacturing at scale. I'd love to learn how to get access to capital and how to structure our finances and bookkeeping for maximum profitability.

My preliminary vision is to (1) develop the leadership acumen in building a team, (2) sharpen my abilities to succinctly develop and articulate big plans to investors, (3) communicate a visionary plan for restructuring a public transit system.

I am hoping to gain knowledge and develop a clearer understanding about business, being an entrepreneur and the necessary steps and actions I need to take in order to be successful. I also hope to help step out of my comfort zone.

Regardless of stage or motivation for launch, the Street Entrepreneurs network operates like a family. Our inclusive design welcomes ad-hoc and consistent integration, which adds flexibility for multi-hyphenate founders who are balancing full-time jobs, family responsibilities and the day-to-day. Many in our network have been a part of our community for years, and may have cycled through a number of business ideas and iterations before landing on what was ultimately most applicable to their customers, pursuit and personal goals.

Kristina Svennson, Yuduyu

As a woman, a neuro-diverse individual, and as a person who has had a very non-traditional career and yet has achieved some pretty crazy things, all of that contributed to me being a real outlier since being very different from the typical profile of the tech world that investors usually see.

I perceive these things to be advantages - particularly for what the world needs in terms of recruitment. With Yuduyu, I'm trying to use science to combat bias and provide opportunities to people who are mostly over-looked - - but at the same time that is me.

I've struggled to find support from family and friends and even in other incubators - I didn't really feel that it cliqued. Here, I really admired Juliana's empathy and tenacity to drive. I felt safe with her and that I could tell her anything - this experience was very different from the support that I got before.

Natalie (Naty) Silva,

Scarves for Healing

I immigrated from Colombia at 15 with my mother and have worked as a part-time entrepreneur for most of my life. As a breast cancer survivor diagnosed at 27, I struggled to find ways to feel beautiful. I was working while undergoing treatment and I needed a headwrap that did not make me look like I was sick.

I went to the fabric store and decided to design my own. My mom, who has been sewing for 30 years, brings those designs to life. When I finished Street Entrepreneurs I had a great prototype and soon after, my first wholesale contract.

Fabrice Guerrier, Syllble

"I've been a part of Street Entrepreneurs for about three years, actually. Through it, we've iterated so many processes to determine what our customers truly value.

We started out thinking we'd be in the publishing business, in publishing actual books. Now, we're actually on the production end - of creating intellectual property, in gathering these writers together to create these collaborative, fictional worlds."

Primary Industry Affiliation

Though industry agnostic in approach, once admitted to the accelerator, cohorts are grouped and aligned with curriculum customized to their needs. This approach shifts specific offerings year-to-year, but allows for a responsive design more amenable to community and economic shifts.

In 2020, we formed loose cohorts to accommodate for virtual learning, self-paced curriculum and the realities of COVID-19. Our founders' businesses and concepts were primarily in consulting, hand-made products, technology startups, content creation, and creative entrepreneurship, with further industry specifications described in Figures 10 and 11.

Figure 9. Business Categories

Product Companies	Companies that are working on manufacturing a product that is not hand-made.
Hand-Made Products	Companies working to create, design, and make products with their hands.
Technology Startups	Newly formed company whose purpose is to bring technology products or services to market. This does not include companies who are utilizing technology to deliver content. These companies are growth focused and likely seeking venture capital funds.
Creative Business Enterprises	Anyone that turns their creative skill into a customer-focused business. Examples: designers, make-up artists, and exercise coaches. This grouping does not include individuals creating hand-made products like crochet, toys, and artwork and providing services to other businesses.
Consulting Enterprises	Enterprises working to provide consulting services to other enterprises.
Content Creators	Creators using written or audio-visual mediums to share information, stories, or art. To this end, these enterprises can utilize mobile applications, social media sites, websites, and more.
Lifestyle/Side-Hustle Projects	Individuals with full-time engagements that are exploring an income generating project.

Figure 10. Primary Industry Affiliation

16%	Consulting (sub-industry not specified)
12%	Technology
9%	Education
9%	Other (non-profit, transportation, agriculture, hospitality, hand-made products, energy, creative entrepreneur, communications, biotechnology)
9%	Retail
6%	Healthcare
6%	Apparel
4%	Entertainment
4%	Food & Beverage
3%	Manufacturing
3%	Government
3%	Communications
2%	Finance

Figure 11. Race/Ethnicity of Founder

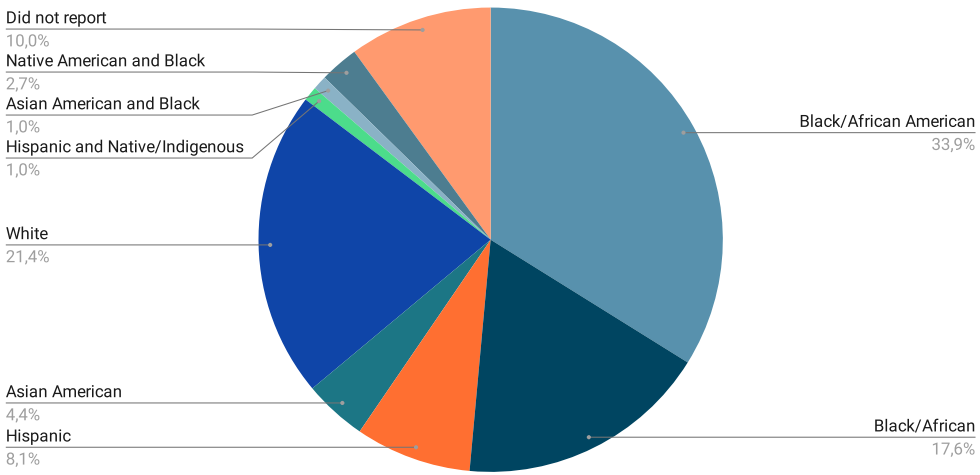


Figure 12. Preferred Pronouns

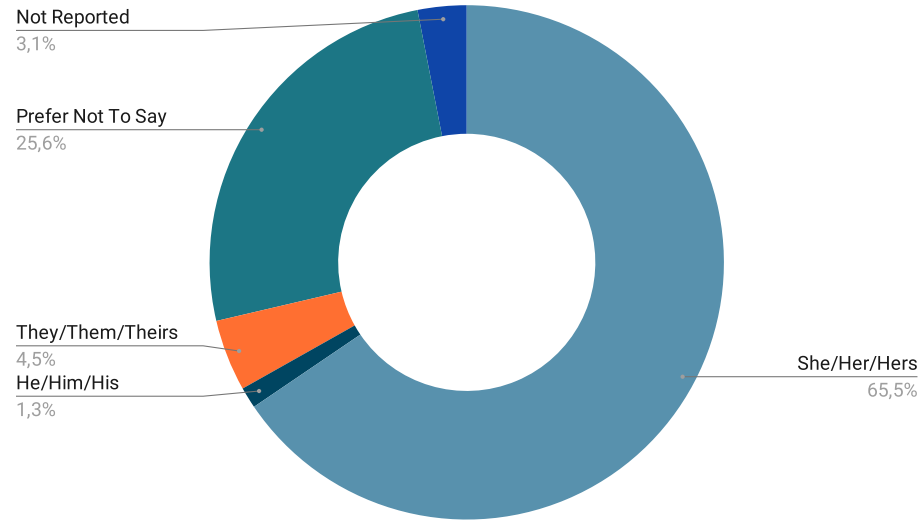


Figure 13. Self-Reported Identifiers

Immigrant Dominican Republic Ghana Haiti Colombia Morocco Nigeria Pakistan Cote d'Ivoire Trinidad and Tobago Guyana China Ecuador Not Specified	55%
Visible or Invisible Disabilities	20%
Veteran	12%

Virtual Curriculum

Rooted in the Innovation Accelerator Design Framework, our virtual offerings centered on quality of life, local ecosystem integration, and technical capacity adapted to the unique needs of founder clusters.

75% of respondents identified an improvement in the ability to identify resources, technical support organizations and/or funding opportunities since participating in least one virtual workshop, while 76% expanded their social capital upon joining the community.

Based on participant feedback, future sessions will incorporate more support on networking with investors, hiring first team members, coping with anxiety, virtual marketing, managing payroll, and locating U.S.-based manufacturers among other topics.

Figure 14. Curriculum Alignment, Quality of Life and Local Ecosystem Integration

Quality of Life	Local Ecosystem Integration
How to Network in This Time of Weirdness	Street Entrepreneurs Town Hall
Leading With Your Emotions In Times of COVID-19	Disability, Advocacy, Entrepreneurship, and Sustainable Impact
LIVE: Presence: A Pathway to Resilience	Talent Exchange
LIVE: Thinking Like a CEO	2020 Digital Accelerator Kickoff
LIVE: How to Ignite Creativity in Quarantine	Talent Exchange - Socially Distant
Let Your Values Shape your Business	Talent Exchange - Virtual
	LIVE: Making a Makerspace
	Talent Exchange - Socially Distant
	Talent Exchange - Virtual
	Happy Hour with Street Entrepreneurs
	WHERE DO I GET MY MONEY
	Investor Advice for Navigating Uncertain Times

"I didn't fully understand how crowdfunding worked. This helped a lot!"
2020 Accelerator Participant

"I really got a lot out of this workshop. The instructor was funny, interesting, very well-prepared, interactive and engaging - all of which are difficult in a virtual format! I'm really glad I attended!"
2020 Accelerator Participant

"Today's event was so much fun! Sometimes I forget to have fun with all I have to do."
2020 Founder

Figure 15. Curriculum Alignment by Cohort Grouping and Technical Expertise

	Design Thinking/ Leadership/ Strategy	Sales & Partnerships	Operations & Teams	Accounting & Finance	Communications/ Marketing	Access to Capital	Licensing & Legal Matters
Consulting Companies	Let Your Values Shape your Business	Using SBA and DC Procurement Centers to Maximize Your Small Biz Potential	Operational Pitfalls	Disaster Planning In Uncertain Times (Live w/ Q&A)	How to Avoid 4 Costly Facebook Advertising Mistakes	Introduction to Business Credit with Sean Chrysostom	
		LIVE: How To Win B2B and B2G Contracts	LIVE: Punch Up Your Processes	LIVE: Learn How to Start a Business in DC	LIVE: Amplifying Your Brand Through Earned Media		
				LIVE: How to Keep More Money in your Business	LIVE: The Entrepreneur and Your Story: Build Your Thesis!		
					LIVE: Words Really Matter: Then and Now		
					LIVE: Building Your Marketing Muscles		

	Design Thinking/ Leadership/ Strategy	Sales & Partnerships	Operations & Teams	Accounting & Finance	Communications/ Marketing	Access to Capital	Licensing & Legal Matters
Product Companies	Design Thinking for Entrepreneurs	Digitizing Your Business	LIVE: How to Scale: Creating an Action Plan	Accounting for Dummies	How to Avoid 4 Costly Facebook Advertising Mistakes	WHERE DO I GET MY MONEY	Legal Matters For Entrepreneurs
	LIVE: Customer Discovery	Sales Strategies for Startups	LIVE: Making Culture Your Competitive Advantage	Borrowing to Fund your Business with Sean Chrysostom	LIVE: Amplifying Your Brand Through Earned Media	Why Now is a Great Time for Investment Crowdfundings	Business Partner Protection - The Importance of a Buy/Sell Agreement
	LIVE: How to Make Sure Your Market Exists and Your Idea Will Grow	Strategies for Successful Interactions	LIVE: Punch Up Your Processes	LIVE: Learn How to Start a Business in DC	LIVE: S/he Fishes Well Who Uses a Golden Hook.	Investment Crowdfunding Right for You	LIVE: Product Launches in the Biopharmaceutical Industry Take Grit
	LIVE: Listen, Observe and Do: Discovering Your Customer		LIVE: Physical Product Development	LIVE: How to Keep More Money in your Business	LIVE: The Entrepreneur and Your Story: Build Your Thesis!	Is Investment Crowdfunding Right for You	
	LIVE: A Roadmap for Startups			Borrowing to Fund your Business with Sean Chrysostom	LIVE: Building Your Marketing Muscles		
	Beating Goliath: Lessons Learned from Challenging Industry Incumbents				LIVE: From Manufacturer to User: Communicating Value		
					LIVE: Company Storytelling for First Time Founders		
					LIVE: Instagram 101 for Entrepreneurs		

	Design Thinking/ Leadership/ Strategy	Sales & Partnerships	Operations & Teams	Accounting & Finance	Communications/ Marketing	Access to Capital	Licensing & Legal Matters
Technology Startups	Design Thinking for Entrepreneurs	Sales Strategies for Startups	LIVE: Building Resilient Teams and Business Models	LIVE: S/he Fishes Well Who Uses a Golden Hook.	The Art of Communication Virtual Training		LIVE: Learn How to Start a Business in DC
	LIVE: Product Launches in the Biopharmaceutical Industry Take Grit	Strategies for Successful Interactions	LIVE: How to Scale: Creating an Action Plan		LIVE: Making Culture Your Competitive Advantage		
	LIVE: How to Make Sure Your Market Exists and Your Idea Will Grow	LIVE: How To Leverage The Innovation Agendas of Large Companies	LIVE: Punch Up Your Processes		LIVE: The Entrepreneur and Your Story: Build Your Thesis!		
	LIVE: Listen, Observe and Do: Discovering Your Customer				LIVE: Company Storytelling for First Time Founders		
	LIVE: Do you know your TRL? You should!				LIVE: Communication Lessons from Silicon Valley		
	LIVE: A Roadmap for Startups						
	Beating Goliath: Lessons Learned from Challenging Industry Incumbents						

	Design Thinking/ Leadership/ Strategy	Sales & Partnerships	Operations & Teams	Accounting & Finance	Communications/ Marketing	Access to Capital	Licensing & Legal Matters
Content Creators	Design Thinking for Entrepreneurs	Digitizing Your Business	LIVE: Punch Up Your Processes	LIVE: How to Keep More Money in your Business	LIVE: Amplifying Your Brand Through Earned Media		LIVE: Learn How to Start a Business in DC
	LIVE: Customer Discovery	Sales Strategies for Startups	LIVE: Simple Uses of Technology in Your Business		LIVE: Words Really Matter: Then and Now		
Creative Entrepreneurs	Design Thinking for Entrepreneurs	Digitizing Your Business	Operational Pitfalls	Disaster Planning In Uncertain Times (Live w/ Q&A)	How to Avoid 4 Costly Facebook Advertising Mistakes	Is Investment Crowdfunding Right for You	
		LIVE: How to Create Relationships with City Officials	LIVE: Punch Up Your Processes	Accounting for Dummies	LIVE: Amplifying Your Brand Through Earned Media	Borrowing to Fund your Business with Sean Chrysostom	
			LIVE: Making a Makerspace	IVE: Learn How to Start a Business in DC	LIVE: Words Really Matter: Then and Now		
				LIVE: How to Keep More Money in your Business	LIVE: Building Your Marketing Muscles		

	Design Thinking/ Leadership/ Strategy	Sales & Partnerships	Operations & Teams	Accounting & Finance	Communications/ Marketing	Access to Capital	Licensing & Legal Matters
Hand-Made Products	Design Thinking for Entrepreneurs	Digitizing Your Business	LIVE: Punch Up Your Processes	LIVE: How to Keep More Money in your Business	How to Avoid 4 Costly Facebook Advertising Mistakes	Why Now is a Great Time for Investment Crowdfunding	LIVE: Learn How to Start a Business in DC
	LIVE: Listen, Observe and Do: Discovering Your Customer	LIVE: How to Create Relationships with City Officials	LIVE: Making a Makerspace		LIVE: Amplifying Your Brand Through Earned Media	Is Investment Crowdfunding Right for You	
					LIVE: From Manufacturer to User: Communicating Value	Is Investment Crowdfunding Right for You	
					LIVE: Instagram 101 for Entrepreneurs		
Lifestyle/Side-Hustle Projects	LIVE: Customer Discovery		Gamification at Work	Accounting for Dummies	Publicity Workshop for Entrepreneurs	Is Investment Crowdfunding Right for You	Learn How to Start a Business in DC
			LIVE: Punch Up Your Processes	Cashflow and Accounting	LIVE: Amplifying Your Brand Through Earned Media	Introduction to Business Credit with Sean Chrysostom	
			LIVE: Simple Uses of Technology in Your Business	LIVE: How to Keep More Money in your Business	LIVE: Building Your Marketing Muscles		
				Borrowing to Fund your Business with Sean Chrysostom	LIVE: How to Make Sure Your Market Exists and Your Idea Will Grow		
					LIVE: Instagram 101 for Entrepreneurs		

2020 Impact | The Street Entrepreneurs Talent Exchange

Adaptations to COVID-19 required a redesign of the Talent Exchange, a key component of the Innovation Accelerator experience. Through a hybrid model offering two virtual and four COVID-safe outdoor offerings, the exchange supported 53 businesses through peer-to-peer exchange. By leveraging the expertise of participants, we utilized the Kiva Method process developed by and used with permission of the indigenous people of southwest Texas. This approach mirrors the practices of Wise Council sessions - practicing bartering and community exchange for shared value.

At registration, founders defined what abilities or resources they were "skilled in," "have access to," or were "connected to." Their expertise was applicable regardless of its perceived relevance to their current job or entrepreneurial venture. We intentionally designed to cross-pollinate across various resources and domains, with skills exchanged across science and content development, organizing and conveying complex ideas, manufacturing hand-made apparel, managing entertainment talent and storytelling.

Other exchanges involved fundraising strategies, building teams, finding creativity and inspiration when pivoting, and developing partnerships.

Despite virtual and COVID-19 adaptations, 90% of participants desired to join future sessions and felt comfortable participating live given health-related protocols. 100% believed it to be an effective approach to build meaningful relationships in a post-COVID world.

Figure 16. Connections Made during the Talent Exchange

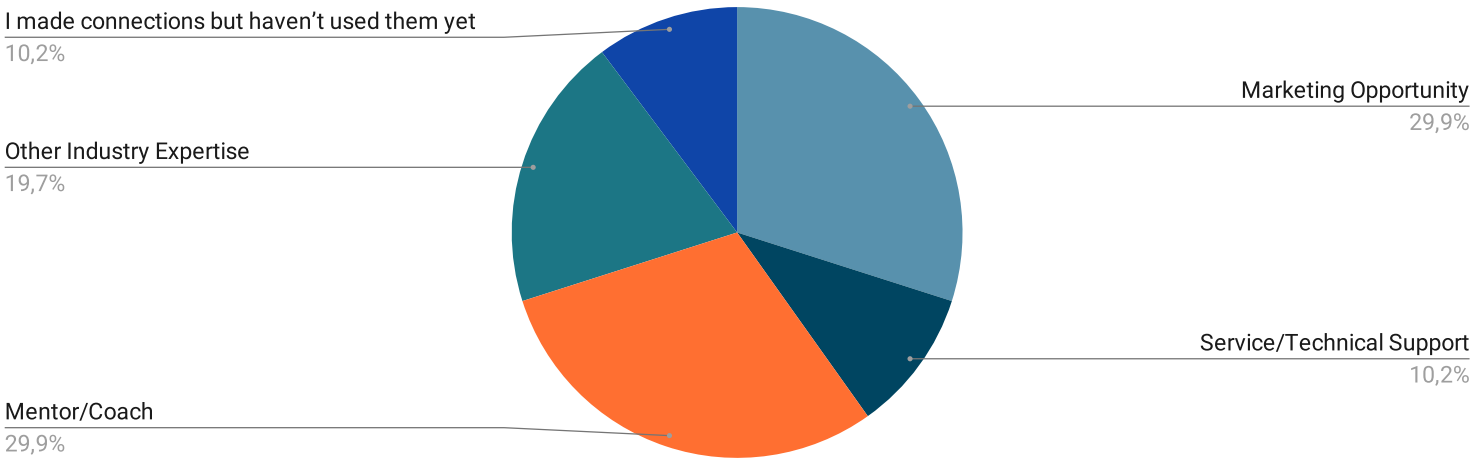


Figure 17. Talent Exchange Impact

As a result of the Street Entrepreneurs Talent Exchange...	3 Stars or above	4 stars or above
I was able to identify resources, technical support organizations and/or fundraising opportunities.	90%	
I've expanded my professional network.		54%

"Marleny's inquiry was great because, as a solopreneur seeking a co-founder, I found her advice and experience very applicable."
- Talent Exchange Participant, October 2020

"I appreciated learning from an attendee about how to change your pitch deck when seeking out a partnership opportunity."
-Talent Exchange Participant, October 2020

"I was able to receive feedback on my marketing strategy and share an app building resource with a participant."
- Talent Exchange Participant, October 2020

Walter Pearson, College Bound Planning
"It was helpful to bounce business ideas off of different stages of entrepreneurs.

That varied feedback helped me craft my own pitch and story."

Natalie "Naty" Silva, Scarves for Healing
"I'm still in contact with people I've met.

Two women were also making products - Ashley Powdar of Ruby Sampson and Cheranor's luxury leather goods - and we'd share resources and act as a sounding board for each other."

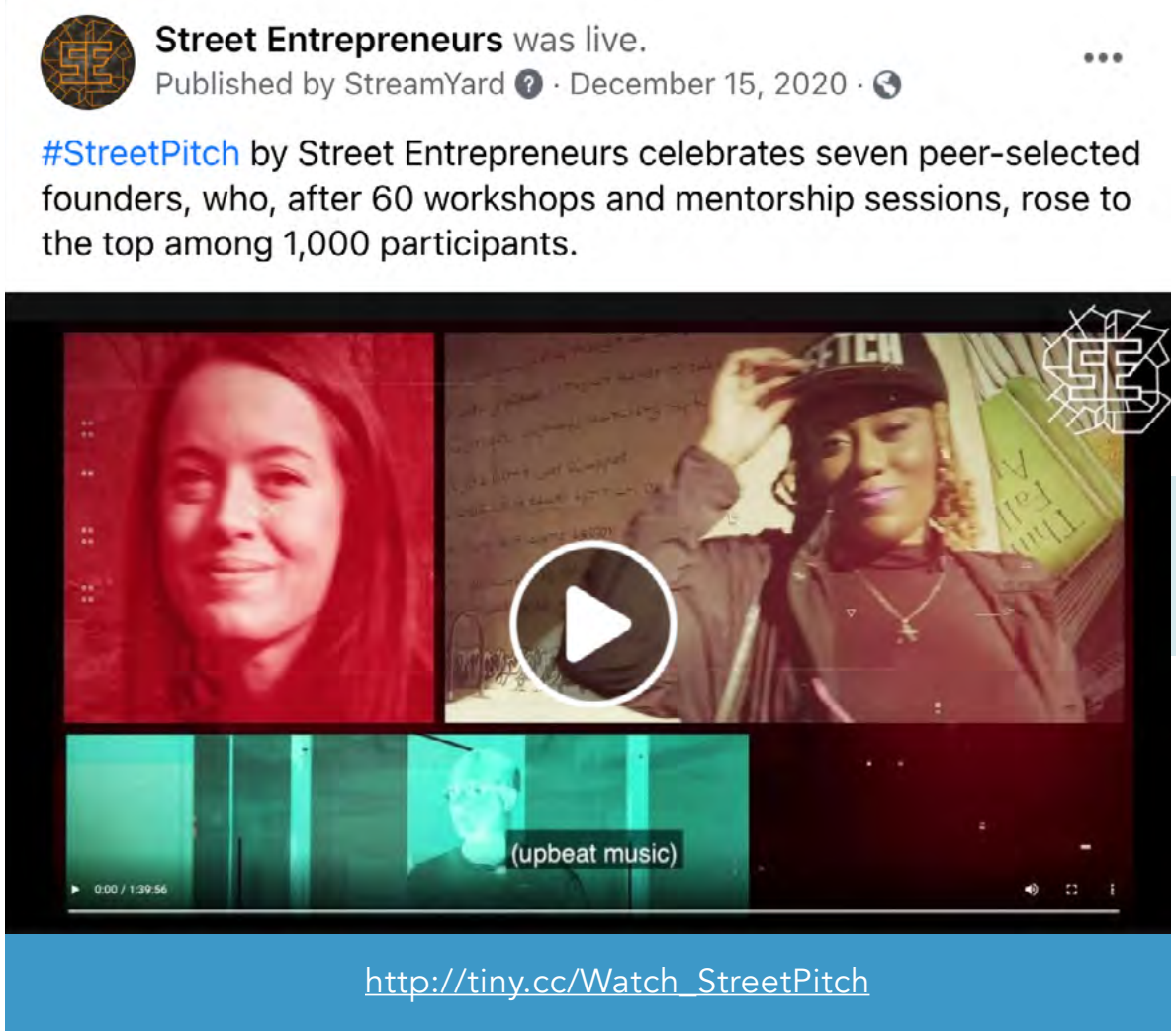
2020 Impact | Street Pitch

Entrepreneurship is a collective experience, powered by an ecosystem of collaborators, influencers, friends, family and technical support. Yet, traditionally, pitch competitions are one dimensional and limited to the exchange between entrepreneur and judge investor. This comes with its own set of power differentials that perpetuate systemic inequities and leave ample room for a more impactful design.

Launched in 2018, Street Pitch transforms the traditional pitch competition by changing who is involved, what and how they "win" and how founders connect with customers and supporters. As a hybrid between American Idol and Shark Tank, Street Pitch pitches the audience live with feedback shared by investors and industry experts. Designed as a showcase rather than competition, judges take a position as a "critical advisor" rather than a traditional investor, and the audience is invited to also demonstrate support. Audience members can "vote" by investing in crowdfunding campaigns, making a product purchase, or giving an in-kind contribution such as signing up to a newsletter or endorsing on social media. For many founders, this opportunity supplements the "friends and family round," which is notably harder to attain for historically marginalized communities.

#StreetPitch2020 celebrated seven peer-nominated founders who each earned access to SEED SPOT's two-day virtual accelerator, a cash micro-grant and $5,000 in Amazon Web Services credits and certificate opportunities. To qualify for peer review, founders were required to have consistent attendance in workshops and remain engaged throughout the virtual accelerator. The peer review process took the following features into consideration:

- Does the founder have direct insights into the problem they are solving?
- Has the founder envisioned a solution that does not exist or drastically improves existing solutions?
- Has the founder articulated an in-depth understanding of their market and customers?
- Has the founder user-tested their solution and demonstrated product-market fit?
- Did the founder articulate their business model (costs, revenue streams, profit margin) and growth strategy?
- Has the founder considered delivery channels and partnerships?
- Have they articulated how they plan to communicate/interact with stakeholders (customers, partners, suppliers)?
- Has the founder defined a plan to scale operations to meet their individual growth goals?



http://tiny.cc/Watch_StreetPitch

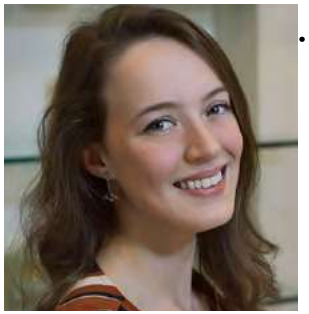
Once selected by their peers, each founder designed a campaign unique to their business needs. Since viewers "vote" through actions, founders were coached on how to make a public ask that allows for contributions via the means available to them. In addition to weekly office hours with program staff, founders were equipped with a list of targeted mentors, coaches and advisors that opted-in to become a part of their journeys.

They were also encouraged to connect with the judges following the pitch session, who were selected targeted based on industry and interest alignment.

The Street Pitch Facebook Live broadcast reached 6,400 people and earned 2,489 engagements, including 224 comments, 46 platform shares, and 74 endorsements.

With pre-production providing a professional, mini-documentary on each founder's story, live pitches were preceded by remarks from mentors, community members and founders themselves to share a fuller story with the virtual audience.

A silent auction led by board members also provided marketing and opportunities for 29 entrepreneurs, with proceeds supporting evenly distributed micro-grants to Street Pitch finalists.

	Participating Founders	Their Ask
	Paul Joseph Griffith, ***Vegan Skin*** All natural, plant-based, e-commerce skincare company that specializes in clean products with less than 10 ingredients that you can actually pronounce.	• Product purchase
	Charanor Marcano, ***Charanor*** A premium leather goods company that specializes in hand-made accessories like leather masks, leather fringe scarves and high quality handbags. The company pays it forward with every step by providing leather craft classes to people who wouldn't normally have access. "My journey was the prize. Everything I did in this program made me a more successful business person."	• Donations to support the development of a leather-making educational course • Newsletter sign-up
	***Maddie Boening,*** ***Sunstone Candles*** A candle company producing 100% soy wax candles with extraordinary fragrances. Candles come with a surprise crystal, with other products including DIY kits, aromatherapy and wellness products. "I had so much to think about afterwards. The judges' feedback really helped me nail down my brand identity - I'm all over the place and they called me out on that, which I needed."	• Added a page for Street Pitch contributions on her business website • In-kind support • Product purchases • Introductions to retailers and potential customers • Applicants for brand ambassador positions • General feedback
	Ruth Rau, ***Mouse Loves Pigs*** An independent toy brand on a mission to design toys that foster confidence, creativity and imagination through play.	• Created a webpage to direct supporters to three options: gifting a toy, joining the email list, or partnering for marketing services or financial management support

	Participating Founders	Their Ask
	Fabrice Guerrier, *Syllble Studios* The first science fiction and fantasy writers' production house, inviting fiction authors to connect and collaborate virtually with other authors in a growing shared universe. "As an entrepreneur, one of the key things you have to do is nail it, then scale it. You have to be embraced and claimed by your city before the national stage; and by participating in Street Pitch, I was able to be seen and be acknowledged in terms of that." "The judges gave me a lot of really good, critical feedback that was spot-on. They really helped me think about how I want to make it more sustainable, and actually make an income out of this - which is the goal that I want. I want to be able to fully live out of Syllble, and that requires a lot of tough conversations and sacrifices."	• Sourced new collective members • Welcomed introductions to contacts in publishing and entertainment
	Jessica Dew - The CLIQQ App Cliqq is the ultimate contact sharing and relationship management app for people who want to stay in touch with each other. With one click of your phones, you mutually exchange your contact information with someone else. After, you use CLIQQ to nurture those relationships and enhance your networking soft skills.	• Support for crowdfunding campaign • Recruiting for tech-savvy team members • Pre-purchased access to app
	Walter Pearson, *College Bound Parenting* College Bound Parenting is a unique college planning e-learning platform geared to help families guide their children to college, step-by-step. Created by a group of experienced college success coaches, former college admission counselors, and educational consultants. "I have a 9,000-member Black megachurch that wants College Bound Parenting for their 1,200 member youth ministry (grades 7th-12th). This opportunity is a result of Street Pitch." "This experience really forced us to tell your stories and understand and communicate our business in a way to attract potential investors. I've learned how to create a pitch, position with potential investors and network among them. It's been amazing for me."	• Beta-test (pre-order) the College Bound demo, which offers families a 50% discount with a one-time payment of $250 for up to four years of platform access.

JUDGES

Aaron Saunders
Founder & CEO,
Clearly Innovative Inc.

Alisha Griffey
Founder & CEO,
Daintree Capital

Aurelia Flores
Founder, Athena
Digital Media Group

Brandon Andrews
Co-Founder, Gauge

BJ McDuffie
Evaluation and Engagement Manager, Contractor, TechCamp Program, U.S. Department of State

Christopher Upperman
Manager of Governance and Strategic Initiatives, Facebook

Danielle Toussaint
Founder & Chief Story-teller, She Thinks Purple

Duane McKnight
Managing Partner, The Marathon Fund

Emmanuel Kaska
Partner, 1863 Ventures

John Page
Founder, Groupsurfing Investor

Kristi C. Whitfield
Director, Department of Small and Local Business Development

Manuel Cosme
President & CEO,
CFO Service Group

Maryann Lombardi
Associate Director, DC
Office of Creative Affairs

Maurice Boissier
Founder, Higher Calling Ventures

Megahn Gaffney Buck
Founder & CEO, Veda Data

Michelle Thimesch
Cofounder, Crowdfund Mainstreet

Rachel Koretsky
Founder, Upace

Toby Chaudhuri
Co-founder & CSO, SocialxDesign

William Eric Linzey
Interim Director, Anacostia
Business Development Center

Wolf Ruzicka
Chairman of the Board,
EastBanc Technologies

Zoe Dean-Smith
Vice President, Vital Voices

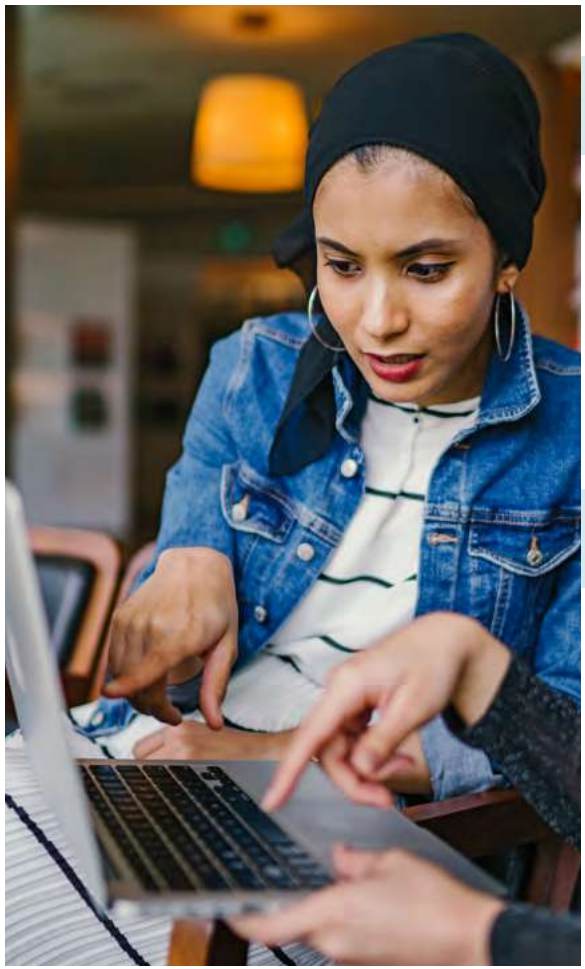
I've had the privilege of judging numerous pitch competitions, but the Street Pitch competition was a unique and enjoyable experience mainly because of how fundamentally inclusive the selection criteria was.

Street Pitch was a unique experience. Street Entrepreneurs got it right because it's about the entrepreneur, their story, their journey and what drives them to accomplish their business goals.

Solving + Service | What's Next for Street Entrepreneurs

Society is transitioning to a hybrid world, where nearly all businesses require technological integration, new markets create exciting opportunities, and global majority communities are driving community-centered innovation at scale.

As we move forward to Street Entrepreneurs 2.0, we're making adjustments in response to community feedback to improve offerings and revisit our origins in advocacy. Our programs will facilitate better exchange of contact information for registrants and participants, add more time for open discussion, improve communications, and improve processes for technical services.



Solving

Street Entrepreneurs is expanding our advocacy efforts in areas that impact access to entrepreneurship, including the affordability of healthcare, permits and licensing procedures that obstruct the development of microenterprises, impact benefits for remote workers, and resolve predatory intellectual property law pursuits by large corporations.

We are also piloting a sister organization, Street Collectiv, that helps solve the digital divide experienced by small businesses and microenterprises. The Street Collectiv technology powers a dual-sided marketplace with local specificity, collectively owned by its vendors.

Serving

As we increase our focus on creating long-term solutions to enterprise equity, we will continue to host hybrid programming with online and offline experiences.

We are also inviting new board members interested in serving as a vessel to strengthen and transform their communities through entrepreneurship. The board will undergo an exciting chapter of exploring expansion opportunities through a chapter-based model rooted in entrepreneurship training and community organizing.

Join us! Fuel our mission with a tax-deductible gift via http://tiny.cc/Give-To-SE.