

# The Minority Networking Exchange

Pre Entrepreneur Program  
December 29, 2020



VERNARD ALEXANDER

# #ConnectingKing

Forward Cities

Urban Redevelopment Authority

Riverside Center for Innovation

Community Forge

Neighborhood Allies

Youth Places

Own Our Own/Bible Center

Omicelo Cares

Larimer Consensus Group

New Sun Rising

Hill CDC



# The Minority Networking Exchange

Public Allies 2010 Rise Award for Young Leader

2011 New Pittsburgh Courier 40 Under 40

The National Black MBA - Pittsburgh 2013 Lifestyle Award

2014 Vision Towards Peace Counseling Services, LLC Roadrunners Award

2016 BMe Award

2017 New Pittsburgh Courier 50 Men of Excellence

2018 Hope For Tomorrow Award



VERNARD ALEXANDER

Vernard Alexander launched the Minority Networking in 2003. MNE strives to increase the amount of successful minority owned businesses in Western PA.



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# Services

- Vernard has over 20,000 social media followers. He is considered social media influencer. Organizations pay for promotion on Vernard platform.
- MNE host a variety of business and social networking events. This includes business consulting.



# Ecosystem Builder

- Since December 2019 – current
- Consulting with Forward Cities and E3Network to build Pittsburgh Entrepreneur Eco System.
- Connecting entrepreneurs to organizations that assist current and aspiring entrepreneurs.



# Examples

- Commit to posting on your FB business page 3 – 5 times per week.
- Mix up the content between sells, specials, stories, customer benefits, etc.
- Don't always SELL to your customers! They know that you're in business



# LCG - Pre Entrepreneur Program

- MNE team will host a five week pre-entrepreneur program 4 to 6 times per year.
- The classes will be held on Monday evenings or Saturday mornings.
- Each class will last between 90 – 120 minutes.





Vernard has raised over \$220,000 for entrepreneurs as a Trustee for Kiva.

He has raised another \$100,000 for organizations and entrepreneurs using crowdfunding.



# Recruitment

- LGC staff with the assistance of the MNE team will recruit potential participants.
- Targeted advertising will focus on community residents and people on social media.



# 5 Week Plan

- Assess participants desire to become entrepreneur.



# Week 1

- **Overview of the program.**
- **Characteristics of a successful entrepreneur.**



## Week 2

- 4 types of entrepreneurs



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# Week 3

- Ideation
- Create 1 page business plan.



# Week 4

- How to start a business for under \$1,000.
- Credit Restoration



# Week 5

- Next steps – referrals
- Graduation





# Warm Hand Off

- Direct referral to local Entrepreneur Support Organizations for enrollment into different programs.
- Riverside Center for Innovation, Community Forge, Own Our Own, New Sun Rising, Hill CDC, Circles Greater Pittsburgh, Omicelo Cares, CCAC Business certificate program.



# In conclusion.....

Connecting is the KEY to SUCCESS!

Vernard Alexander

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