

# EquinEnt

## **Equity in Entrepreneurship**

The mission of EquinEnt is to help bridge the race and gender equity gap in early-stage entrepreneurship to help create more inclusive pathways to the Tampa Bay startup ecosystem.

*The Equity in Entrepreneurship program is made possible by Support from Truist , the Truist Foundation , Florida Blue Foundation and Guidewell.*

# Who Equinent is For

Equinent aims at supporting:

- ❖ Pre-Revenue Stage Entrepreneurs
- ❖ Who have diverse business ideas including but not exclusive to tech and
- ❖ Prioritizes for minority and women entrepreneurs

# Why Equity in Entrepreneurship Matters

“ Although the number of minority-owned businesses is increasing dramatically, America is currently forgoing an estimated 1.1 million businesses owned by people of color because of past and present discrimination in American society. These missing businesses could produce an estimated 9 million more jobs and boost our national income by \$300 billion. Thus, expanding entrepreneurship among people of color is an essential strategy for moving the country toward full employment for all. – *The Color of Entrepreneurship: Why the Racial Gap among Firms Costs the U.S. Billions*, Global Policy Solutions

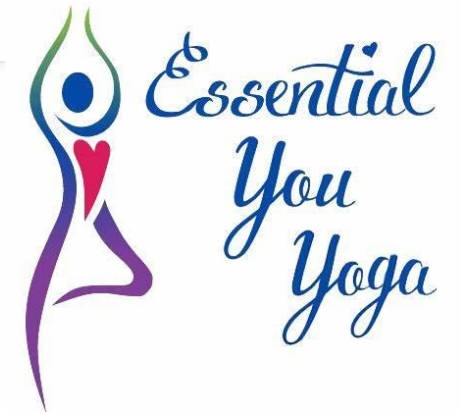
**Equinent supports two kinds of equity: Social and Business, both of which have measurable Economic Impact.**

*The more equity you have, the less debt to be repaid, hence, the more comfortable your life will be today and in the future.*

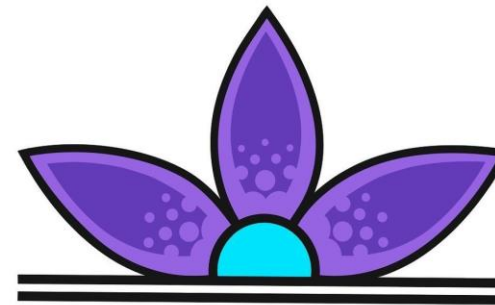
# Businesses supported and launched 2020-21



**716Wingz**



**813 Mobile Mechanic**



**Jai Dee Yoga**  
& Wellness

**The Range LLC**

**Anthropology**  
**in Motion**




**FULL  
QUIVER  
COACHING**

DENNIS MONT'ROS  
SUCCESS  
COACH



**Beauty In Brokenness**

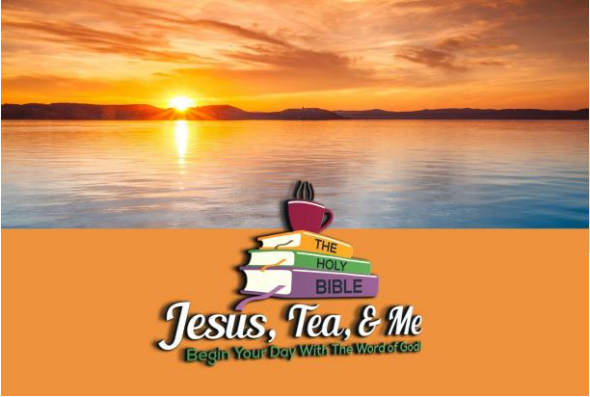
Helping moms pull the pieces together!



**Esthete  
Beard &  
Grooming  
Co.**



**RATE MY TALENT AGENT**



**Bay to Bay  
Arts**



**Stylz N' Smilz**  
KIDS MOBILE NATURAL HAIR  
SALON

**Legacy  
Provisions**

**Sylove  
Enterprises**

**Salon Cafune'**

# Community Partners



**Truist Foundation**



*Foundation*

**GUIDEWELL**

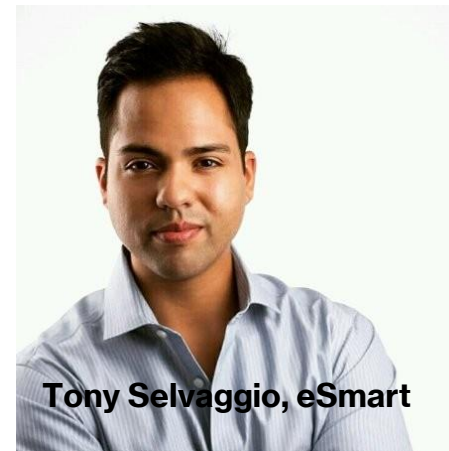
# Our Mentors- in-Residence



**Shane Smith, JMI**



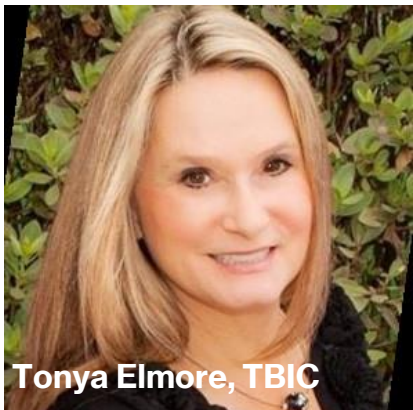
**Justin Heacock, FL  
Southern College**



**Tony Selvaggio, eSmart**



**Vanessa Ferguson,  
Ferguson Legal**



**Tonya Elmore, TBIC**



**Michael Hamilton,  
NET SVS**



**Chris Morancie, NET SVS**



**Andy Gold, HCC**

# Major 1<sup>st</sup> Year Achievements

- ❖ Two cohorts successfully graduated
- ❖ 20 Registered Florida LLCs with over **90% success rate!**
- ❖ \$30K disbursed to startups
- ❖ Over \$2000 in program services provided to participants
- ❖ Community of Practice established to continue supporting program grads





# Equity in Entrepreneurship Community Impact

\$15,000 to \$20,000 total microgrant seed funding designed to have an impact on business, disbursed only upon establishment of incorporation

Cohort education included:

Entrepreneurial  
Mindset training

Technology  
Literacy

Financial  
Literacy

Media and  
Marketing

Potential investment into communities with new business development from local hiring, local service and product investment **\$100,000 per cohort**

# The Opportunity Before Us:

*10 start ups a quarter can generate \$100,000 in revenue.*

Doing the Math: 40 new startups a year = \$4,000,000 X 12% equity share equals \$480,000 in returns. The greater new small business revenues are, the larger the returns. Supporting more companies means greater economic potential for all.

**The focus is on eCommerce brands & experience based businesses.**

- Hospitality & Entertainment
- Tourism
- Services that offer convenience
- Safety
- Stress relief
- Create jobs

**With COVID-19 now a part of our lives, this is now an opportunity to expand into new innovative service businesses, and dining & entertainment experiences, for which Tampa Bay is a respected test area, making Tampa Bay the perfect anchor for a new equity crowdfunding platform.**

# Start-Up Showcase: Slay Bay Beauty

- Skin Care & Nails
- Second Product line Slay all Day Nails
- eCommerce Sales Channels
  - Etsy
  - Shopify
  - Amazon
  - Walmart
  - Etc
- Big Box Stores
  - Working with RD Management owners of University Mall for product space at Bath and Body Works .



**Joelle Hinds, CEO**  
**Our youngest**  
**participant at 14 years**  
**old!**



**SlayBayBeauty.com**  
**slaybaybeauty@gmail.com**

# Start-Up Showcase: Angel Eyes Home Watching



**Angel & Rosemary Guadalupe, owners**  
[roseguad1@yahoo.com](mailto:roseguad1@yahoo.com) & [roseguad1@yahoo.com](mailto:roseguad1@yahoo.com)



- Private Location Business Monitoring
  - Safe & Secure
  - Trusted
  - Insured
  - Maintenance Checks
  - Indoor/Outdoor
  - Peace of Mind
  - Job Creator

# What Participants are Saying

**“This non-profit shines a breath of life in economic development in its programs to support the development of small businesses within the Uptown area. The organizations program is comprehensive and engages partnerships that enhance it knowledge and strength of the business development subject by including experienced and knowledgeable businesses and thought leaders. We are happy to work with FCDI and look forward to our continued partnership in the future.” - Carol Minor, Florida SBDC**

**“This program brought so much clarity to me! It really helped me figure out what I wanted to do with my businesses, and I had mentors around me who would help me take those steps!”** *Joelle Hinds, CEO, Slay All Day Nails (Fall 2020 Cohort)*

**“I am very grateful to FCDI and Grow to Greatness Ventures for this awesome opportunity to grow my business that was tanking fast! They provided networking support, seed money, professionalism and so much more that helped me reinvent my business.”** *Sheema McCoy, CEO, Car Salvage Service of Tampa Bay (Fall 2020 Cohort)*

**“We are thankful for this program. For a long time, we dreamed of having our own business, but we did not know where to start with it. This program gave us the jump start we needed to make our dream come true. It helped us get a clear vision and purpose for our business, and the seed money to launch it to the next level. Very grateful for all the instruction and support!”** *Rosemary and Angel Guadalupe, Owners, Angel Eyes Home Watching Services (Fall 2020 Cohort)*

# What Participants are Saying

**“Loving the course, the way the information is presented to us as well. A lot of informative information is continually provided as well as a good staff to assist along the way. I love the way our class intermingles, net works and still show each other full respect in a professional yet relaxed atmosphere.”** – *Trim Lauder, Trim Printing (Spring 2021 Cohort)*

**“The information was great. Some of the content I was familiar with from my own research and past experience but was not as knowledgeable on the details or specific scenarios discussed in the group. This session helped me to think differently about these matters, as well as considerations about when and how to approach them. It was also a great reminder for me that I will not be able to do "all things" on my own ...”.** *Frankie Esteban Vallie (Spring 2021 Cohort)*

**“Very helpful information for coming up with a design and business concept, the 6-10 star rating definitely useful when thinking about appealing to the customer, creating repeat customers.”** *Shay Bennett (Spring 2021 Cohort)*

**“I am truly enjoying EquinEnt. While I might have been able to do a lot of the business planning on my own, this program is removing self-doubt, clarifying fuzzy areas, and refining my approach in ways I didn't expect. Great program!”** – *Dennis Mont’Ros (Spring 2021 Cohort)*

# Be Part of the Equity in Entrepreneurship Community!

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Equiñent @



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**To Learn more and Register  
for next session visit  
Equinent.com**