Accessing Business Guidance with Bridgeway Capital’s Entrepreneurship Hub
TOPICS TO DISCUSS

What we’ll cover

Who We Are
Who We Serve
How to Access

Talpha Harris
Entrepreneurship Hub Manager
tharris@bridgewaycapital.org
WHO WE ARE

Bridgeway Capital’s Entrepreneurship Hub

The Hub’s mission is to enable our Clients with the resources, knowledge and know-how needed to improve their business.
HUB GOALS

- Grow Business Confidence & Revenue
- Promote Business Equity
- Equip With Resources To Sustain
IMPACT AREAS
Where We Can Help

- Guidance
- Education
- Tools
- Collateral
- Connections
- Growth
Who We Serve

START-UPS & SMALL BUSINESS

• Minority-owned
• Women-owned
• Veteran-owned

INDUSTRY SPECIFIC

• Contracting
• Healthy Food
• Creatives
BUSINESS STAGES

**SEED**
Going to market
Preparing to sell, no revenue or early stages of revenue

**GROWTH**
Experiencing Market Growth
Selling, actively generating revenue but not profitable yet.

**ADVANCED**
Maintaining Market Presence
Well established in their market, good market share.
Selling & profitable
<table>
<thead>
<tr>
<th>TECHNICAL ASSISTANCE RESOURCES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Business Strategy</strong></td>
</tr>
<tr>
<td>Assisting with business</td>
</tr>
<tr>
<td>direction and growth plans</td>
</tr>
</tbody>
</table>
Crisis Management Tools with Growth Wheel

*Find warning signs in your financial forecast and map solutions for crises that come your way.*

Our Entrepreneurship Hub utilizes Growth Wheel as a tool to help businesses develop strategies for growth. We are using Growth Wheel to help you plan crisis solutions, business continuity strategies, and more. Connect with us to schedule a virtual Growth Wheel consultation to start using these tools.

- **Crisis Description**: Make an honest description of all aspects of the crisis
- **Solution Planning**: Find the best solution to get the company out of the crisis
- **Crisis Agenda**: Put the most important topics on the management agenda
- **Rescue Team**: Map out the people that can help save the company
- **Contract Negotiation**: Explore possibilities to renegotiate contract terms
- **Cash Management**: Find ways to create better short-term and long-term cash flow
<table>
<thead>
<tr>
<th>Business Strategy</th>
<th>Financial</th>
<th>Legal</th>
<th>Marketing</th>
<th>Operations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assisting with business direction and growth plans</td>
<td>Sustaining cash flow and generating strong financials</td>
<td>Ensuring legal protection as much as possible for your business</td>
<td>Developing business identity for sales and growth opportunities</td>
<td>Equipping businesses with efficient operation abilities</td>
</tr>
</tbody>
</table>
Webinar Archives

Our webinars have tools and technical expertise to grow your entrepreneurial skills for the greatest community benefit.

Missed the live session or looking to watch again? Bridgeway’s recorded webinars got you covered from marketing to business strategy, and more. Keep coming back to see what we’ve added to our archive.

https://www.bridgewaycapital.org/entrepreneurship-hub/webinar-archives/
COVID-19 CHECKLIST FOR SMALL BUSINESSES

CRISIS SOLUTIONS PLANNER

COVID-19 LOAN PROGRAMS QUICK GUIDE

WARNING SIGNALS IN FINANCIAL FORECAST

https://www.bridgewaycapital.org/entrepreneurship-hub/covid-19-assistance-for-businesses/
HOW TO ACCESS

Reach Out
Bridgeway Team Member or tharris@bridgewaycapital.org

Apply & Enroll
Intake Form & Assessment

Begin Assistance
Project outline & start

Communicate
Let us know how it went
Thank you! Questions?

Talpha Harris
Entrepreneurship Hub Manager
tharris@bridgewaycapital.org