



Think Like a GirlPreneur :

Empowering Black Female Collegiate Entrepreneurs

KeziaWilliams, BlackUpStart

Precious Williams, Perfect Pitches by Precious
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Grant Funding Partners

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ENTREPRENEURSHIP

MEET 3 BLACK WOMEN ENTREPRENEURS WHO BECAME MILLIONAIRES IN THEIR 20S

by Charlene Rhinehart • September 29, 2021 • 61087



Ellie Diop



Sevetri Wilson



Sheneya Wilson

<https://www.blackenterprise.com/meet-3-black-women-entrepreneurs-who-became-millionaires-in-their-20s/>

Millionaires in their 20s

- “Ellie Diop, a single mom of four, was laid off from her job in 2019. After applying to over 50 jobs, she decided to take matters into her own hands. Ellie used her \$1,200 stimulus check to invest in her coaching business. Since launching her business, she’s earned over \$2 million in revenue, according to Business Insider.”
- “Sevetri Wilson achieved success early in her career. At 22, she built a seven-figure company with zero capital. She even wrote a book about it called *Seed Ground: How I Built a Seven-Figure Company at 22 with Zero Capital*, which outlines her journey and lessons learned.”
- “Sheneya Wilson was on track to earn a Ph.D. in Accounting and Information Systems. When her accounting and tax business started taking off faster than she expected, Sheneya had to make a tough decision: finish her academic program or focus on her business. She chose the latter, and now her business, Fola Financial, is a seven-figure firm.”

Girls To Women

Chase Bank “Black women are the fastest growing demographic of entrepreneurs in the U.S., with nearly 2.7 million businesses nationwide“.

Source: <https://www.chase.com/personal/investments/learning-and-insights/article/black-women-are-the-fastest-growing-group-of-entrepreneurs-but-the-job-isnt>

Forbes – “The face of female entrepreneurship overall is becoming a lot less white. Black women represent 42% of new women-owned businesses—three times their share of the female population—and 36% of all Black-owned employer businesses”. Source: <https://www.forbes.com/sites/ruthumoh/2020/10/26/black-women-were-among-the-fastest-growing-entrepreneurs-then-covid-arrived>

American Express - “My advice for younger women that are starting businesses is to take advantage of all the resources that are out there and join accelerator programs,” says Geri Stengel, Amex Research Advisor.

Source: <https://www.blackenterprise.com/state-of-black-women-owned-businesses/>



116; 82

Total # of peer-reviewed articles found on ProQuest when searching the terms “college entrepreneurs”

Total # of peer-reviewed publications found when searching “HBCU entrepreneurs”

Learning Outcomes



By the end of this program, participants should be able to...

01

Identify

Three traits of female entrepreneurs that are essential

04

Describe

Three ways to elevate or grow your ideas into a profitmaking business

02

Explain

The difference between having an entrepreneurial mindset and being an entrepreneur

05

List

Two things that HBCUs can do to build a strong entrepreneurship ecosystem on campus

03

Practice

Public speaking and persuasion skills

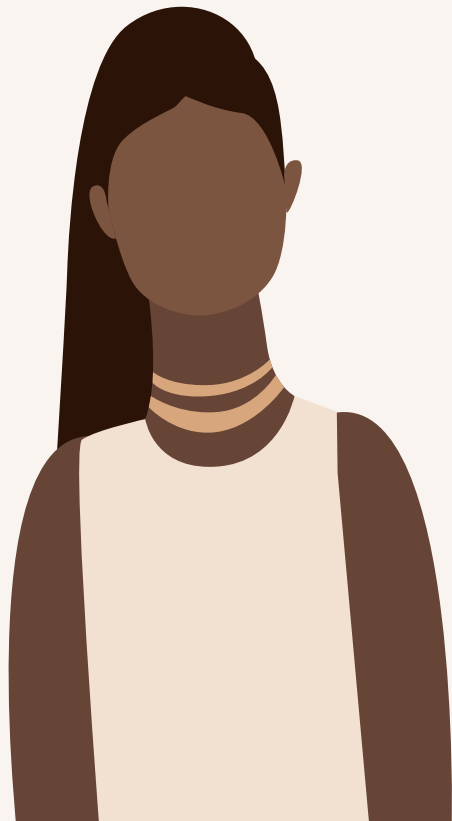
06

Understand

Why entrepreneurship is critical to Black and brown women and girls



Precious Williams



Precious L. Williams is a 16x national elevator pitch champion. She has also been featured on "Shark Tank," CNN, WSJ, Forbes Magazine, Black Enterprise Magazine, Essence Magazine, the movie "LEAP." Her current clients include Microsoft, LinkedIn, Google, NBCUniversal, Federal Reserve Bank, Intuit, Quickbooks, Harvard University, and more. Precious is a dynamic speaker, effective trainer and 3x bestselling author. Learn the simple steps to wowing your customer with a perfect pitch with Precious L. Williams the Killer Pitch Master. She is a Spelman graduate and member of DST Sorority Incorporated.



Kezia Williams



KeziaM. Williams is an emancipation activist, cashflow curator, entrepreneurial advocate, and unapologetic educator. Affectionately known as “ProfessorKez,” Ms. Williams has been featured by CNN, Forbes, USA Today, Black Enterprise, and The Huffington Post for her entrepreneurial and financial expertise. She has also appeared on ABC’s Good Morning America, CNBC, BET, and ~~two~~ ~~time~~ Root 100 Most Influential African Americans Award recipient. She is the CEO of the ~~Black~~ ~~Start~~ and MyBlackReceipt, which are enterprises that serve Black entrepreneurs and wealth creators. She is a Christopher Newport University graduate and member of DST Sorority, Incorporated.



PANEL DISCUSSION



Complete the Evaluation of
Today's Program

Here is where your presentation begins








**“Having the ability to pitch,
profit, and prosper requires
strategy, planning, and
research.”**

—Precious Williams





**“Billion-dollar dreams are not
birthed by bargain basement
work ethic.”**

—Kezia Williams



Pitch #1



Taniah Huggins

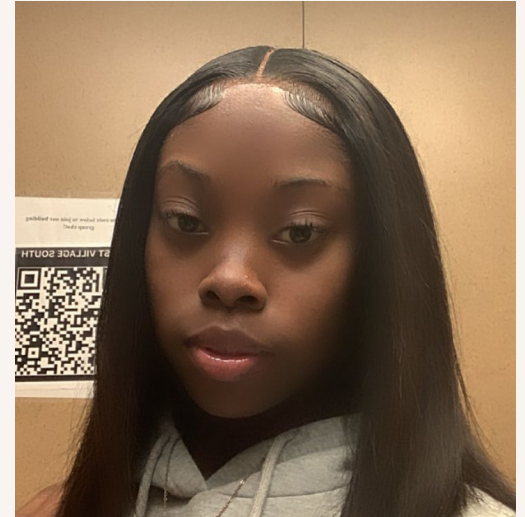
- Major: Criminal Justice
- Business: Pretty Prestige Beauty Boutique, LLC
- Classification: Senior
- School: Albany State University
- Hometown: Springfield, Illinois
- Book: *"Tears of a Tigèr"* by Sharon Draper
- Length in Business: One year



Pitch #2

Iyannah Brown

- Major: Nursing
- Business: YanniBFitz
- Classification: Freshman
- School: Albany State University
- Hometown:
- Book:
- Length in Business:



Pitch #3



Eshontee Rowe

- Major: Marketing
- Business: Rowe Music LLC
- Classification: Senior
- School: Albany State University
- Hometown: Decatur, GA
- Book: *You Are a Badass: How to Stop Doubting Your Greatness and Start Living an Awesome Life* by Jen Sincero
- Length in Business: Two years





PRIZES & WINNERS



1st Place

- Announce

2nd Place

- Announce

3rd Place

- Announce
- 



What's Next?



Geography

Find opportunities within your community to support Blackowned businesses.



Innovate

Begin to think of innovative products and services that can create value.

Compete

Find ways to hone your skills and pitch in other competitions.



Network

Connect with people who can help you become successful, including other student entrepreneurs.



Evaluation





Thank You!



Questions?

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