

# **Pittsburgh Minority Business Accelerator Initiative (PMBAI) Collaborative Project**

# PMBAI Project Overview

With the assistance of several stakeholders, **Urban Innovation21** secured 2 years of seed funding from the **Surdna Foundation** to support the implementation of a collaborative process to increase the number successful high growth businesses owned by underrepresented minorities.

This Collaborative effort, known as the **Pittsburgh Minority Business Accelerator (PMBAI)** collaborative will work to support the acceleration of successful minority-owned businesses by creating an accelerator that leverages the spending power of the Pittsburgh region's corporations and anchor institutions

The work of **PMBAI** will be guided and informed by the **Cincinnati Minority Business Accelerator**, one of the nation's most successful high-growth minority accelerators.

# PMBAI Project Goals

- **Reduce Economic Disparities in Western PA** – PMBAI will work to narrow the economic disparities in Western Pennsylvania, by creating more successful high growth minority owned businesses.
- **Raise Awareness of Regional Benefit Successful Minority Business Creation** - Build consensus, and secure quantifiable commitment from the leadership within our corporations, foundations, anchor institutions, financial institutions, and government entities, and create a sense of urgency to champion equitable economic development in Western Pennsylvania.

# PMBAI Project Goals (Continued)

- **Attract Minority High Growth Entrepreneurs to the Region –**  
Attract more high-growth African-American and Hispanic-owned business to Western Pennsylvania.

# Demographics to Benefit

- **The Western Pennsylvania region will benefit from this initiative. Driving the growth of high-growth minority-owned businesses will positively impacting the overall economic vitality of the region.**
- **This initiative will benefit high-growth African-American and Hispanic-owned businesses, thereby increasing minority wealth and employment opportunities for minorities.**

# PMBAI Project Plan - Year 1

- **PMBAI Co-chairs will be appointed** to oversee the planning process
- **A Request For Qualification (RFQ)** will be created and Distributed
- **A Consulting Firm will be Selected** to manage the project
  - Interviews will be conducted by consultant of the corporations and organization referred by the stakeholders
  - 4 convening's will take place with interested stakeholders
  - Heads of Cincinnati Business Accelerator and one other accelerator (TBD) will be flown in to discuss their business accelerator
- **Strategic Action Plan will be Completed.** The plan will include the following:
  - Organization best suited to run the program
  - legal structure of the entity will be determined
  - corporate commitments will be secured
  - The funding Plan necessary to get the accelerator off of the ground etc...

# PMBAI Project Plan – Year 2

- **Strategic Action Plan will be unveiled** to all stakeholders and the public at large.
  - **Fundraising** for Year 3 will begin.
  - **Select the Organization that will Run the Accelerator**  
Firms will be asked to select the creation of the minority accelerator
  - **Corporation Commitments will be Secured** – Corporations and anchor institutions will be asked to make a firm commitment to their MBE/ WBE
- **Accelerator Launch** - Accelerator will be launched at the end of the second year

# PMBAI Budget

	Project Budget			
	Year One	Year Two	Year Three	Total
<b>Income</b>				
Surdna Foundation	125,000	125,000	-	250,000
Other Sources	-	-	200,000	200,000
<b>Total Income</b>	<b>\$125,000</b>	<b>\$125,000</b>	<b>\$200,000</b>	<b>\$450,000</b>
<b>Expenses</b>				
UI21 Mgmt	30,000	30,000	-	<b>\$60,000</b>
Consultant / Consulting Firm	50,000	45,000	-	<b>\$95,000</b>
Partner Engagement	25,000	25,000	-	<b>\$50,000</b>
Travel	20,000	10,000	-	<b>\$30,000</b>
Minority Business Accelerator	-	15,000	200,000	<b>\$215,000</b>
<b>Total Expenses</b>	<b>125,000</b>	<b>125,000</b>	<b>200,000</b>	<b>\$450,000</b>