



# Momentum

A PROJECT OF THE ARKANSAS WOMEN'S BUSINESS CENTER

Momentum is a five-week small business accelerator for 10 early-stage, minority women-owned businesses. Business owners learn about Arkansas business regulations, creating a lean canvas, marketing, financial planning and pitching their businesses. Momentum's pilot accelerator in 2019 resulted in a 100-percent success rate with the launch and expansion of 10 new businesses owned by minority women in Arkansas.



## POPULATION SERVED:

- LMI minority women (70% of participants)
- Aspiring small businesses
- Under \$100k in revenue
- Meet SBA small business qualifications

**FUNDING REQUEST:** \$30,000



"They gave us hands-on teaching on how to be a business owner. We learned how to manage our finances, how to write business plans, how to use marketing tools, and how to pitch our business to investors."

– NORA BOUZIHAY, NOWARACO

## OVERVIEW:

5 weeks  
10 companies  
Any county  
in Arkansas

## DELIVERABLES:

Knowledge-based training  
Peer-to-peer engagement  
\$500 in seed funding

## OPPORTUNITY:

Fully-developed  
Easy to deploy  
Customizable

## THE NEED:

Studies show that female business owners receive nearly fifty percent less funding and fewer opportunities for training and business consulting than their male counterparts. These disparities are compounded with minority woman-owned businesses. As the first concentrated accelerator to target minority women in the state of Arkansas, Momentum is changing this dynamic.

## EXPECTED OUTCOMES:



Lower barriers to technical assistance and knowledge-based training for minority women entrepreneurs



Provide minority women business owners ongoing access to support through a peer-to-peer network



Demonstrate measurable business development growth through trackable action items and participants' deliverables

## WHO WE ARE:

Momentum is a project offered by the Arkansas Women's Business Center (AWBC), a program implemented by Winrock International. AWBC provides thousands of hours of one-on-one counseling and training to women across the state to increase their small business capacity. It is funded in part through a cooperative agreement with the U.S. Small Business Administration and is part of a nationwide network of centers empowering female entrepreneurs.

## FUNDER INCENTIVES:

- Pre/post session evaluations
- Trackable business development
- Sign-in sheets
- Close-out reporting

## MOMENTUM IN ACTION:



NAME: **UNDERGROUND ESCAPE**  
BUSINESS TYPE: **ESCAPE ROOM**

“This type of support means a lot to small business startups who sometimes just need a little help in the beginning.”

– JUANNENA WILLIAMS, OWNER

NAME: **TREN AL SUR**  
BUSINESS TYPE: **VENEZUELAN FOOD TRUCK**

“Momentum is a great asset to our community to have them guiding us to be better entrepreneurs.”

– EYLLEN CALDERON, CO-OWNER



NAME: **NOWARACO**  
BUSINESS TYPE: **HIJAB AND SCARF COMPANY**

“Momentum gave me hope, helped me develop a clear vision and gave me a network of women mentors.”

– NORA BOUZHAY, OWNER

