



**Federal Reserve Bank of St. Louis
Investment Connection Proposal**

Proposal title	Momentum: A Minority Women-Owned Business Accelerator
Contact	Chauncey Pettis
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Organization name/address	Winrock International Institute for Agricultural Development Rodney Ferguson 2101 Riverfront Drive Little Rock, AR 72202
Mission statement	Winrock International is a nonprofit organization that works with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources. Winrock matches innovative approaches in agriculture, natural resources management, clean energy and leadership development with the unique needs of its partners. By linking local individuals and communities with new ideas and technology, Winrock is increasing long-term productivity, equity and responsible resource management to benefit the poor and disadvantaged of the world.
History of organization	Winrock is an organization with a nearly 35-year track record of delivering targeted technical assistance to entrepreneurs. Winrock is internationally recognized for its women’s entrepreneurship, empowerment, and leadership programs. Winrock’s mission is to work with people in the United States and around the world to empower the disadvantaged, increase economic opportunity, and sustain natural resources. The Arkansas Women’s Business Center (AWBC) is a Winrock program that exemplifies its mission. The AWBC’s mission is to help Arkansas-based women-owned small businesses start, grow, and compete in global markets by providing quality training, counseling, and access to capital and other resources. The Momentum project offers fundamental services in a five-week accelerator

	where training and technical assistance combine forces for the rapid acceleration of 10 minority women-owned businesses.
Organization’s current programs and activities	Winrock is a nonprofit organization that implements a portfolio of more than 150 agriculture, environment, and social development projects in more than 40 countries. Through the management and technical assistance provided by the AWBC, entrepreneurs, especially women who are economically or socially disadvantaged, are offered comprehensive training and counseling on a vast array of topics to help them start and grow their own businesses. AWBC offers one-on-one consulting and group trainings to startup and existing business owners in Arkansas, focusing on women. Entering its ninth year, the AWBC has assisted more than 1,455 clients in 53 counties in the state of Arkansas with more than 5,000 hours in training and counseling. The AWBC has assisted in forming 61 businesses that have created or retained more than 150 jobs. Those businesses have also raised more than \$500,000 in capital. The AWBC offers various projects designed for youth, women, minorities, and seniors.
Website	www.winrock.org
Support request	Grant
Requested dollar amount	\$30,000
Proposal summary	Momentum is a business accelerator for one of Arkansas’ most vulnerable populations with great potential, minority women. Momentum takes 10 startup or early stage minority women-owned businesses and provides them with knowledge-based training, technical assistance, and peer to peer engagement to increase their likelihood of success. Momentum consists of five three-hour training sessions for the entrepreneurs. Topics will include: state business registration, city licensing, lean canvas (market driven assessments using customer discovery to identify customer demands), business financing, financial structures, and creating the perfect pitch. In addition to training, Momentum offers each participant access to \$500 in technical assistance to be used to advance development of their small business. Momentum is a turnkey project offered by Winrock International’s Arkansas Women’s Business Center and can be offered in any Arkansas county to fit funder needs.
Issues addressed	Small business development/technical assistance
Target population/geography	Momentum is a project of Winrock International (Winrock) and can be conducted in any Arkansas county to fulfill funder CRA requirements. Due to the Arkansas Women's Business Center's state-wide reach, a funder could choose to commission one Momentum project in

	one county, open a project to several Arkansas counties, or host multiple projects in multiple counties.
Population served including income	Our target audience will be low-moderate income minority women aspiring to start their own businesses. Preference will be given to LMI applicants. At least 70 percent of chosen Momentum participants will be LMI individuals. 100 percent of the participating businesses will have significantly less than \$1 million in revenue with fewer than five employees.
Anticipated outcomes/impact	The goals of the Momentum project are as follows: To lower the barriers minority and women-owned entrepreneurs have to technical assistance and knowledge-based training. To provide minority women business owners ongoing access to support through a peer-to-peer network. To provide measurable business development growth through trackable action items and participants' deliverables.
How will the program be evaluated	Several evaluation and documentation steps will be taken to adequately report on the Momentum Project including: <ul style="list-style-type: none"> • Pre and post project participant surveys tracking technical knowledge before and after training. • Session sign-in sheets to document attendance. • Post session surveys to evaluate session instruction quality, facilitator knowledge, and overall satisfaction, in order to improve subsequent sessions. • Measurable Outcome Completion to monitor completion of business registration, lean canvas completion, and technical assistance uses. • Technical Assistance Checklist and Tracker to track and approve the use of technical assistance dollars by the participants.
Project time frame	08/01/2019-1/31/2020
Other significant partners in the proposal	Momentum has the support and capacity of the Arkansas Women's Business Center, Winrock International and the U.S. Small Business Administration. The AWBC director, Chauncey Holloman Pettis, has over 15 years of experience in owning and operating a small business in the state of Arkansas. Her products were sold in six regional and national retail chains nation-wide. As lead instructor, Pettis has experience in product design, development, and vendor relations. Winrock is an organization with a nearly 35-year track record of delivering targeted technical assistance to entrepreneurs. Winrock has financial accounting and

	<p>program management processes and protocols in place to ensure that it meets the highest standards of accountability and transparency. The inclusion of SBA cooperative agreement with the AWBC guarantees each training will come with sign-in sheets, standard federal forms, session evaluations, and close out reporting.</p>
Other funding secured or potential funding	<p>None currently. The Rockefeller Family Foundation provided funding for the first Momentum project in early 2019.</p>
Time/Date Received	<p>6/19/2019 2:09:33 PM</p>