



YOUNG ENTREPRENEUR PARTNERSHIP PROGRAM



Where business dreams meet opportunity and ambition takes flight.

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SkinUrInCare Line 2023

Empower Your Community, Build Black Wealth: Partner with Young Black Entrepreneurs

Join our mission to unlock financial freedom through financial literacy and entrepreneurship.



At Young Black Entrepreneurs, we're passionate about building a generation of financially empowered Black leaders. We believe knowledge is power, and that's why we equip aspiring entrepreneurs with the tools and resources they need to thrive.

Partner with us and:

- **Make a Difference:** Help bridge the racial wealth gap by supporting Black economic mobility.
- **Expand Your Reach:** Connect with a vibrant community of passionate young entrepreneurs.
- **Grow Your Brand:** Align yourself with a mission-driven organization dedicated to financial literacy and business ownership.

Together, we can:

- Provide financial literacy workshops and resources.
- Offer mentorship and business development programs.
- Advocate for policies that support Black entrepreneurs.

Become a Partner Today!

Visit our website or contact us to learn more about partnership opportunities.

WEB: www.ybe-dc.com/partnership

Email: partnership@ybe-dc.com

Goals

Through this partnership, Young Black Entrepreneurs aims to achieve several goals that would be significantly harder to accomplish alone:

Increase Revenue: Partnering with established organizations can significantly amplify our fundraising and revenue generation efforts. This could involve co-creating educational programs with a fee, or securing sponsorships for workshops and events.

Expand Our Reach: By collaborating with relevant partners, we can tap into their existing networks and communities. This allows us to reach a much larger audience of aspiring Black entrepreneurs, maximizing our impact.

Break into New Markets: Partnering with organizations in complementary fields can open doors to new demographics and industry sectors. For instance, collaborating with financial institutions could connect us with potential student entrepreneurs or those seeking small business loans.

Open Up New Distribution Channels: Partners can provide valuable distribution channels for our resources and programs. Educational institutions could integrate our financial literacy modules into their curriculum, or business development organizations could refer their clients to our programs.

By working together, Young Black Entrepreneurs and its partners can achieve a much greater impact in empowering Black communities and fostering financial freedom.

Measuring ROI of All Partnerships

To ensure our partner program delivers on its goals, Young Black Entrepreneurs is committed to measuring the return on investment (ROI) for all partnerships. We will utilize a framework based on SMART metrics (Specific, Measurable, Attainable, Relevant, and Time-bound) to track success:

1. Increased Revenue:

Metric: Total program revenue generated through co-created offerings, sponsorships, or partnership-driven donations.

Target: Achieve a specific revenue increase within a timeframe (e.g., 20% increase in annual program revenue within two years).

2. Expanded Reach:

Metric: Number of new program participants acquired through partner channels.

Target: Increase program enrollment by a specific percentage attributable to partner efforts within a set timeframe (e.g., 30% growth in program participants from partner referrals within one year).

3. Market Expansion:

Metric: Number of new demographics or industry sectors engaged through partnerships.

Target: Reach a specific number of new communities or industry segments through partner collaboration within a defined timeframe (e.g., establish partnerships with 5 financial institutions serving student entrepreneurs within one year).

4. Distribution Channel Growth:

Metric: Number of program resources (workshops, online modules) distributed through partner channels.

Target: Achieve a specific number of resource downloads or program activations attributable to partner channels within a set timeframe (e.g., secure distribution of our financial literacy modules in the curriculum of 10 educational institutions within one year).

Additionally, we will track qualitative measures to assess overall program health:

- Partner satisfaction surveys to gauge engagement and identify areas for improvement.
- Success stories highlighting positive outcomes achieved through partnerships.
- Increased brand awareness and positive media mentions related to the partner program.

By consistently monitoring these SMART metrics, we can effectively measure the ROI of each partnership and ensure our program delivers a valuable return for all parties involved.

Partnership Types

Based on our goals and target metrics, Young Black Entrepreneurs will focus on recruiting several key partner types:

1. Financial Institutions:

- **Alignment:** Banks, credit unions, and financial service providers share our mission of financial empowerment.
- **Goal Synergy:** Collaborations can generate revenue through co-created financial literacy programs or sponsorships. Partner networks can significantly expand our reach, connect us with student entrepreneurs and potential small business loan seekers, and open up distribution channels for our resources through branch networks or online platforms.

2. Educational Institutions:

- **Alignment:** Schools, universities, and vocational training programs play a crucial role in developing future entrepreneurs.
- **Goal Synergy:** Partnerships can increase program enrollment through referrals and integrate our financial literacy modules directly into curriculum, expanding our reach and fostering a more financially savvy generation.

3. Business Development Organizations (BDOs):

- **Alignment:** BDOs support and guide aspiring entrepreneurs.
- **Goal Synergy:** Partnerships can connect our programs with BDO clients seeking business development tools and resources. Partner networks can expand our market reach and open up new distribution channels for our programs.

4. Non-Profit Organizations:

- **Alignment:** Non-profits focused on economic development or social justice share our vision of building strong Black communities.
- **Goal Synergy:** Collaboration allows for joint outreach efforts, resource sharing, and a united front in advocating for policies that support Black entrepreneurs.

5. Influencers and Mentors:

- **Alignment:** Successful Black entrepreneurs and community leaders can inspire and guide program participants.
- **Goal Synergy:** Partnerships with established figures can boost brand awareness, attract a wider audience, and provide valuable mentorship opportunities for program participants.

By recruiting and collaborating with these diverse partner types, Young Black Entrepreneurs can achieve its goals of increased revenue, expanded reach, market diversification, and wider distribution of its resources. This strategic approach ensures a strong foundation for a successful and impactful partner program.



Building Together.

The Principles

Rule #1: Commitment

- Instead of emphasizing exclusivity, highlight the program's intensity and commitment required. "The YEP Program is designed to be a transformative experience for dedicated students. It requires a strong commitment to see it through."

Rule #2: Deposit via Affiliate Sales

- The YEP Program offers a unique way to cover the \$100 deposit. You'll be given a personalized affiliate link to promote our program t-shirts. Every t-shirt sold through your link generates a \$10 credit towards your deposit. This allows you to demonstrate your marketing skills while offsetting the program cost.

Marketing Skills Assessment: Selling t-shirts through the affiliate link gives you a chance to test your marketing abilities before officially joining the program.

Financial Barrier Removal: By earning credit towards the deposit through sales, the program becomes more accessible financially.

Rule #3: Mentorship

- Upon completing the YEP Program, you'll have the opportunity to become a mentor for new YBE students. Sharing your knowledge and experience strengthens your own understanding and empowers the next generation of young entrepreneurs.

Rule #4: Business Etiquette

- The YEP Program emphasizes professionalism and protecting your business ideas. We'll teach you how to navigate the entrepreneurial world while maintaining confidentiality and avoiding negativity.

The Incentives

Unleash Your Entrepreneurial Potential with YEP

The YEP Program is designed to be more than just another business startup program. We understand the unique challenges faced by entrepreneurs from underserved communities, and we're here to help you overcome them and launch your dream business faster and more efficiently.

Here's what sets YEP apart:

- **Focus on Your Vision:** Forget cookie-cutter approaches. We guide you in building a business that aligns with your specific goals and aspirations.
- **Flexible Payment Options:** We believe financial barriers shouldn't hold you back. Discuss flexible payment structures that fit your financial situation.
- **Comprehensive Support System:** Go beyond basic startup training. Gain access to a network of experienced mentors, industry events, and educational workshops.
- **Empowerment Through Knowledge:** Our ever-growing online knowledge bank provides valuable resources to support you throughout your entrepreneurial journey, from company formation to exit strategy.

Join a Community of Changemakers

The YEP Program is more than just a program; it's a community of passionate individuals dedicated to building a brighter future. Are you ready to turn your dreams into reality?

Take the Next Step:

Visit our website today and start your entrepreneurial journey with the Young Black Entrepreneurs Program. Don't miss this opportunity to connect with a supportive network and gain the skills and resources you need to succeed.

Financials

Understanding Costs and Potential Profits in the YEP Program

Here's a breakdown of the financial aspects of the Young Entrepreneur Partner Program (YEP Program):

Revenue Streams:

Student Enrollment: With a maximum of 5,000 students in the pilot program and a program cost of \$3,000 per student, the potential gross revenue would be:

Max Gross Revenue = Number of Students * Program Cost

Max Gross Revenue = 5,000 students * \$3,000/student = \$15,000,000

Please note: This is the maximum potential revenue, and the actual number of enrolled students will likely be lower.

Merchandise: Sales of program merchandise (t-shirts, etc.) through the affiliate program can generate additional revenue. The exact amount depends on factors like product pricing, marketing efforts, and student participation.

Affiliate Program: Students can earn credits towards their program deposit by promoting the program through their affiliate links. While this doesn't directly generate revenue for the program, it incentivizes student participation and potentially reduces program costs by offsetting student deposits.

Program Expenses:

Mentorship: Costs associated with recruiting, training, and compensating mentors for the program.

Events: Costs related to organizing and hosting networking events, workshops, or conferences for students.

Marketing: Expenses for promoting the program to attract potential students and partners. This could include advertising, social media marketing, or content creation.

Empower Young Black Entrepreneurs: Partner with the YEP Program

The Challenge: Aspiring Black entrepreneurs face unique challenges, often lacking access to the resources and support needed to launch and thrive.

The Solution: The Young Black Entrepreneurs (YBE) Partner Program offers a revolutionary approach. We go beyond basic training to empower students with the skills, knowledge, and network to build successful businesses.

Why Partner with YEP?

- **Make a Real Difference:** Bridge the racial wealth gap by supporting the next generation of Black business leaders.
- **Expand Your Reach:** Connect with a vibrant community of 5,000+ passionate young entrepreneurs (projected enrollment).
- **Align with a Powerful Mission:** Become a part of a movement fostering financial literacy and economic mobility for Black communities.

What Sets YEP Apart?

- **Focus on Vision:** We guide students in building businesses that align with their specific goals and aspirations.
- **Flexible Payment Options:** We believe financial barriers shouldn't hold students back. Discuss flexible payment structures or explore the affiliate program to offset program costs.
- **Comprehensive Support System:** Go beyond basic startup training. Gain access to a network of experienced mentors, industry events, and educational workshops.
- **Empowerment Through Knowledge:** Our ever-growing online knowledge bank provides valuable resources to support students throughout their entrepreneurial journey.

Join a Community of Changemakers:

The YEP Program is more than just a program; it's a community dedicated to building a brighter future. Partner with us to cultivate a generation of successful Black entrepreneurs.

Ready to Take Action?

- Visit our website to learn more about partnership opportunities.
- Explore the YEP Program curriculum and its potential impact.
- Let's work together to unlock financial freedom and create lasting change.

Don't miss this chance to be a part of something truly transformative.