



moms

as entrepreneurs

BECOME SPONSOR



MOMS AS ENTREPRENEURS

WWW.MAENTREPRENEUR.COM



MARYLAND'S 1ST MOM ENTREPRENEUR FOCUSED PROGRAM

In 2014 mom entrepreneurs Tammira Lucas & Jasmine Simms came together to create a 1-day conference & podcast to simply become a resource for other mom entrepreneurs. They understood the struggles of being a mom and being an entrepreneur and wanted to be the solution to the growing balance issues moms had. However, without it being the plan, Moms As Entrepreneurs grew to become something much bigger. After the riots in Baltimore City Lucas & Simms knew that they could be a solution to the issues of the community. Statistics in Baltimore City (Specifically West Baltimore where they both grew up) showed that a large population of the residents were single mom family households living under the poverty level.

A place where crime is high normally is a reflection of poverty and a lack of resources. Lucas & Simms decided to tackle these issue and became the solution by creating the Moms As Entrepreneurs Academy. The Moms As Entrepreneurs Academy mission to help moms in underserved communities use their talents and expertise to build sustainable, profitable businesses, increase their income, sustain their family living expenses and create family legacies.

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ACADEMY MODEL

**8 WEEKS
(3 HOURS)**

Discovering
your
entrepreneurial
talents

1

Creating a solution
to a problem

2

Identifying your
customers and
their needs

3

Marketing Finding
Customers

4

Marketing:
Customers
Finding You

5

Team Building &
Operations

6

Financial
Matters in
business

7

Resources for
moms as
entrepreneurs

8

THE EXPO

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At the end of the 8 weeks moms participate in an expo where they display their products and services. At this time they are also pitching for seed funding for their business. A panel of five judges engage with the mom entrepreneurs and converse with them. Each mom touches on key points when they are talking to the judges. Each judge has 3 minutes with each of the moms. At the end of the judging, at least 2 moms leave with seed funding and a one leaves with a one-year membership to The Cube Cowork. Judges are local entrepreneurs and professional committed to giving back



Data Evaluation

Pre & Post assessment

- Entrepreneurial mindset
- Business building knowledge
- Family dynamics
- Finances and
- Current business status

At the end of the 8 weeks moms will prepare a one year plan for their business.

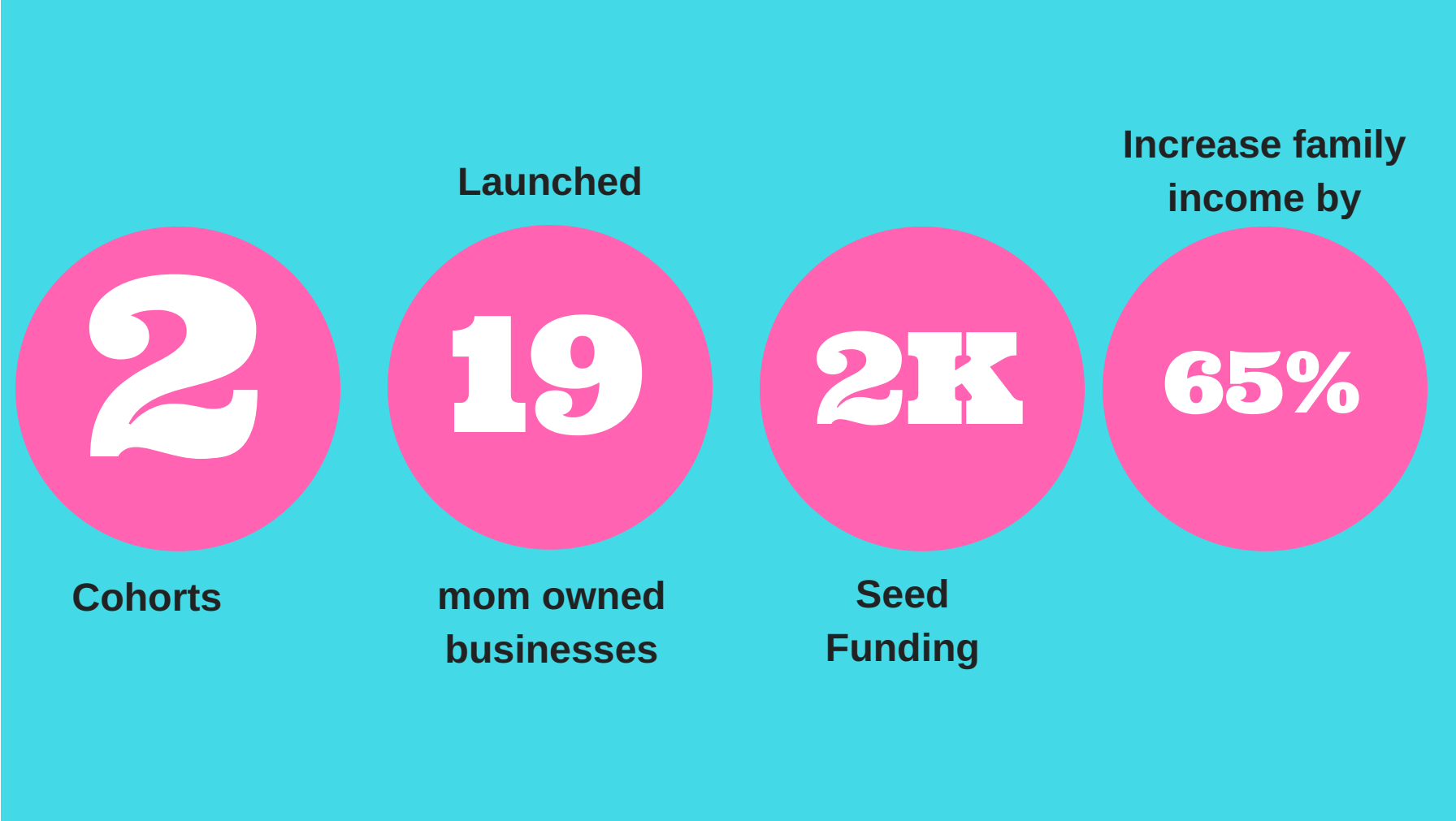
Moms who complete the academy will continue to be provided resources and will be part of a network of other mom entrepreneurs that currently exist.

At six-month completion, 1-year completion and 2-year completion each mom that completed the program is provided with a one on one with MAE coaching staff.

OUTCOMES



2016



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I'm so very thankful to have been a part of the MAE Academy. Without them, Legacy & Dreams would probably still be just a thought. There is so much information provided in these 8 weeks and the support they give is for a lifetime. I took myself out of my comfort zone and decided to give it a try. It has been nothing less than rewarding. If you are a mom or know a mom that has a business or even an idea send them this way! You won't regret it.

Xanthe Key, Cohort 2
Legacy & Dreams

MAE gave me a foundation for learning and cultivating my business. Attending MAE was a major opportunity to me since I needed to gain business fundamentals to equip me with what I needed to understand in today's business world. Being surrounded with other Moms was truly an encouraging factor since many of us were able to see each other persevere in starting up our businesses. I firmly believe the MAE is a the best investment I have ever made to being OND (Old. New. Designed.) Vintage to life!!!

Abolade Dandridge , Cohort 1
Old New Designed

TESTIMONIALS

What would I do without MAE? I had already been in business for 3 years when I attended the MAE Academy. I wasn't sure what I would be learning, however, what I knew for sure was that I needed help as my business began to grow; and help is exactly what I received. One of my major areas of concern was keeping accurate financial records, finding additional funding, and understanding how to project future revenue. I learned that information and then some. From social media marketing, understanding my target market, seeking assistance, and most importantly how to juggle all of this while being a mom. I learned it all! All of this, while be surrounded by other Moms who were taking the same journey as I am. I am so grateful for this opportunity, not only to learn but to now have a network of other mompreneurs who support and encourage me. MAE's ROCK!

Takia Ross, Cohort 2
Accessmatized Makeup Artistry

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COHORT SPONSOR

\$5000

BENEFITS:

- NAME RECOGNITION AT MAE EXPO
- COMPANY LOGO ON BIG CHECK
- SOCIAL MEDIA PROMOTION
- COMPANY LOGO ON PRINTED MATERIALS
- SOCIAL MEDIA ADS
- EMAIL MARKETING ADS

MOMMY SPONSOR

\$149

SPONSOR 1 MOM INTO
THE ACADEMY

BENEFITS:

NAME RECOGNITION AT MAE EXPO

EXPO SPONSOR

\$1500

SPONSOR ACADEMY EXPO

BENEFITS:

NAME RECOGNITION AT MAE EXPO
COMPANY LOGO ON BIG CHECK
SOCIAL MEDIA PROMOTION