



COMMUNITY
COLLEGE OF
PHILADELPHIA

Power Up Your Business

Community Business Innovation and Acceleration Program

GROWING BUSINESSES
IN PHILADELPHIA—
BLOCK BY BLOCK

January 2017 - June 2023

IMPACT REPORT



PHILADELPHIA'S THRIVING SMALL BUSINESS LANDSCAPE IN 2023

In 2023, Philadelphia's small business landscape experienced a dynamic evolution, showcasing resilience and adaptability amidst a backdrop of challenges. As we delve into the annual report, it becomes evident that a myriad of factors, from community support to innovative strategies, contributed to the vibrancy of the city's entrepreneurial ecosystem.

The city's diverse neighborhoods served as incubators for creativity and entrepreneurship, fostering a sense of local pride and ownership. According to a study by the Philadelphia Department of Commerce¹, the number of small businesses in the city grew by 8 percent compared to the previous year, reflecting a robust entrepreneurial spirit.

One significant contributor to this growth was the Philadelphia Small Business Relief Fund, which provided crucial financial assistance to struggling enterprises during the pandemic². The fund not only helped businesses stay afloat but also encouraged innovation and adaptation in the face of adversity.

Furthermore, initiatives like the Philadelphia Minority Business Development Agency (MBDA) Business Center³ played a pivotal role in supporting minority-owned businesses, fostering economic inclusion and diversity within the small business landscape.

In addition to local support, Philadelphia's small businesses tapped into digital technologies to expand their reach and adapt to changing consumer behaviors. A report by the Greater Philadelphia Chamber of Commerce⁴ highlighted the increasing reliance on e-commerce platforms and digital marketing strategies among small businesses, underscoring their agility in embracing technological advancements.

Looking ahead, Philadelphia's small business landscape is poised for continued growth and innovation, driven by a resilient entrepreneurial community and strategic partnerships across sectors. As we celebrate the accomplishments of 2023, we remain committed to fostering an environment where small businesses can thrive and contribute to the city's economic vitality.

[1] Philadelphia Department of Commerce. (2023). "Annual Report: Small Business Growth in Philadelphia."

[2] City of Philadelphia. (2023). "Philadelphia Small Business Relief Fund Impact Report."

[3] Philadelphia Minority Business Development Agency Business Center. (2023). "Annual Report: Promoting Economic Inclusion."

[4] Greater Philadelphia Chamber of Commerce. (2023). "Digital Transformation in Small Businesses: Trends and Insights."



Power Up Your Business Program

We provide education, training, coaching and targeted technical assistance to small businesses, which are the drivers of neighborhood economies, bringing vibrancy to Philadelphia communities.

Power Up Your Business launched in January 2017 and has since run 21 Peer-based Learning Experience Cohorts (18 in English and 3 in Spanish), and more than 188 workshops in the last seven years. The Power Up Your Business Program supports small businesses in several ways, including a 12-week multilingual Peer-based Learning Experience, a Community Startup Accelerator, several 8-week Industry Best Practices, and Store Owner and Community Small Business Workshop Series that are offered throughout the year.

The **Peer-based Learning Experience** is a 12-week, 36-hour cohort-based small business program that provides training and coaching support during and for one year after completion. This program, offered three times a year, rotates its location to one of our Regional Centers, our Main Campus, a satellite location in South Philadelphia or is fully remote. With each cohort location, we target businesses in the surrounding commercial corridors and neighborhoods. This enables the College to serve businesses in West, North, Northeast, South Philadelphia, Center City and adjacent communities.

The **Store Owner Series** includes free workshops on topics such as social media strategy, financial management, understanding city taxes, and other areas to help small businesses stabilize and grow. New workshops are introduced regularly and are held in the community with the help of more than 60 neighborhood partners.

Community Small Business Development Workshops

Community Workshops are organized in collaboration with local community organizations and business associations, allowing us to reach more businesses and develop training workshops that are relevant to the needs of business owners in that neighborhood.

New Innovations to Improve Program Access

In order to expand access to important business education, training and coaching for a wide variety of communities in Philadelphia, we have implemented new initiatives:

- The **Power Up Global Series** was launched to convert all training curriculum into other languages. So far, our Peer-based Learning curriculum has been translated into four languages—Mandarin Chinese, Korean, Spanish and Russian.
- **Industry Best Practices** were established to provide a deep dive into different industry sectors and has evolved into a comprehensive training program addressing various sectors' unique challenges, especially those heavily impacted by the COVID-19 pandemic. Expansion into sectors like retail, restaurants, e-commerce and micro manufacturing demonstrates a commitment to addressing the needs of diverse industries. Additionally, the integration of the Peer-based Learning Experience suggests a collaborative approach to learning and problem solving, which can be particularly valuable in navigating complex and rapidly changing business environments. These initiatives are making a significant impact by providing practical guidance and fostering a community of learning and support within different industry sectors.
- **The Community Accelerator**, started in 2020 amidst the surge of home-based businesses during the COVID-19 pandemic, initially served as a startup accelerator, offering training, technical assistance, coaching and resources. It aimed to equip nascent businesses with the necessary infrastructure to navigate their early years effectively and enhance their prospects for long-term sustainability. As time progressed, it evolved into a postgraduate Peer-based Learning Experience technical assistance resource, continuing to provide valuable support and targeted guidance to entrepreneurs beyond the emerging phase.



2017 - 2023
BY THE NUMBERS:

Peer-based Learning Experience

In response to the unprecedented challenges ushered in by COVID-19, the integration of a virtual class component into our program has revolutionized our reach, making the **Peer-based Learning Experience** accessible to a wider audience. Our hybrid approach ensures inclusivity and flexibility by rotating between regional sites such as Main Campus, Northeast Regional Center, the Career and Advanced Technology Center and virtual sessions.

Aligned with our unwavering commitment to inclusivity and accessibility, we've launched the **Power Up Global Series**, expanding the scope of our entrepreneurship programming. By translating our training curriculum into multiple languages, we're fostering diversity and engagement. Our collaborations with partners like FINANTA/Community First Fund (GS1) and Impact Services (GS2) have facilitated three all-Spanish Business Owners cohorts. Additionally, plans are underway to run Mandarin, Russian and Korean cohorts in these unique business communities.

At the heart of our success story are six dedicated part-time instructors, supported by a financial coach and up to 10 general business coaches, offering personalized guidance to suit each cohort's needs. Participants craft Tactical Improvement Plans and receive invaluable feedback from their peers, coaches, and instructors, and work closely with their coach to co-develop SMART goals and a graduation pitch presentation to demonstrate what they have learned in the program. Participants can leverage these tools for further support in terms of small business certifications, accessing capital and partnerships.

Resounding positivity echoes across cohorts, highlighting the transformative impact of our program that ultimately enriches and strengthens the fabric of Philadelphia's economy.



433

**Total
Businesses**



450

**Total
Participants***



685

**Full-time
Employees**



585

**Part-time
Employees**



43

ZIP Codes
Represented



10

City Council
Districts Represented



84.7%

Minority-owned
Businesses



73.9%

Women-owned
Businesses



744

Temporary
Workers
(1099s)



29.3%

Home-based
Businesses



47.6%

Lease Space



20.1%

Own Space

**Home-based 29.3%, leased 47.6%, own space 20% and *3% have either various locations or did not respond.*



BUSINESS SPOTLIGHT

AQUA WATERPROOF HEADWEAR

West Philadelphia

KHADIJAH ROBINSON, FOUNDER AND CEO

I am the visionary behind the Kay & Kay Group and the inventor of AQUA Waterproof Headwear. From West Philadelphia, my entrepreneurial journey started early, driven by a passion for innovation. After graduating from Philadelphia High School for Girls, I earned a bachelor's degree in Business Administration with a Marketing focus from Temple University.

My career in procurement and project management thrived, but my evenings were dedicated to innovation, leading to the creation of Kay & Kay Group, LLC, and the invention of AQUA Waterproof Headwear.

Participating in the Peer-based Learning Experience was a game changer for me. My main takeaway is access to my peers and extremely talented instructors. Tiffany Spraggins, a guiding light throughout, generously continues to share invaluable insights and resources with us to this day. Christopher Hess's seasonal workshops expanded my horizons; I have taken several.

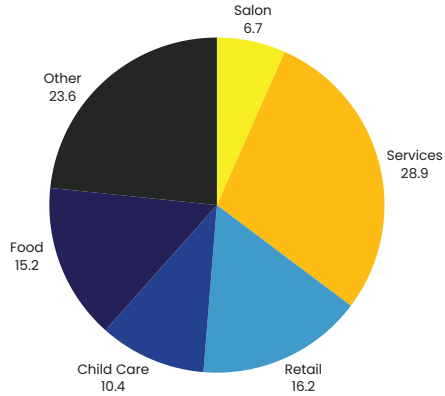
Prior to the program, I hadn't realized the necessity of a Tactical Improvement Plan. My business coach, Marc Kramer, was instrumental in crafting a robust plan, devising a solid financial model, and imparting wisdom about scaling strategies and angel investing. Initially focused on fashion, Marc's guidance revealed an opportunity in the medical category. With my first hire and a 150% revenue increase from the previous year, my experience in the Power Up Your Business Program was invaluable.

www.aquaheadwear.com

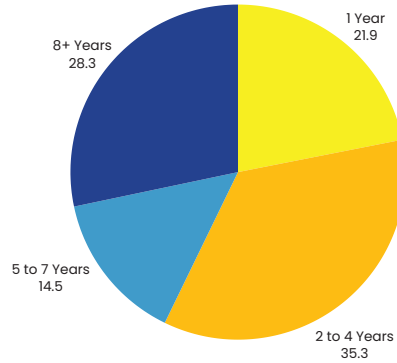
PEER-BASED LEARNING EXPERIENCE

Business Profile (2017 – 2023)

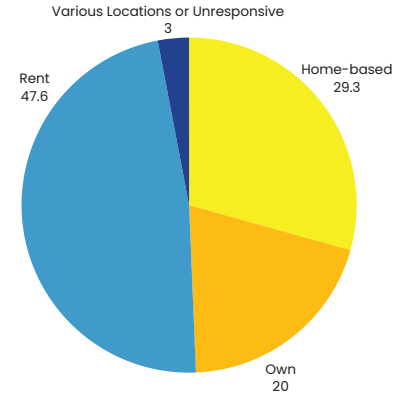
TYPES OF BUSINESSES (%)



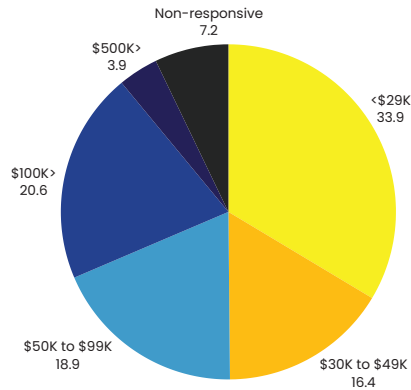
YEARS IN BUSINESS (%)



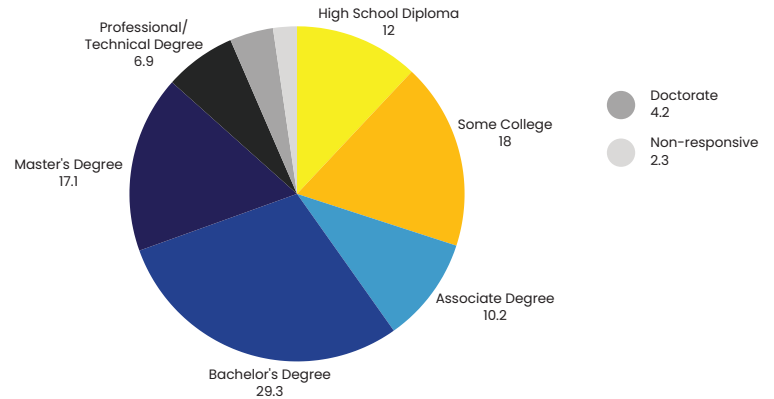
LOCATION (%)



YEARLY SALES (%)



PARTICIPANTS' EDUCATIONAL STATUS (%)



STORE OWNER SERIES IMPACT DATA

September 2017 – June 2023



714

Total Businesses
Participated



1,100

Total Number
of Workshop
Attendees



53

Total Number
of Workshops



47

ZIP Codes
Represented



10

City Council
Districts Represented

COMMUNITY SMALL BUSINESS DEVELOPMENT WORKSHOPS

Since September 2017 to date, we have hosted **204 workshops**, attracting **4,332 participants**.

STORE OWNER SERIES WORKSHOPS

We've organized a total of 53 workshops as part of the Store Owner Series across a range of locations, including the College's Main Campus and Regional Centers, local libraries, small business facilities, and online. These workshops have been instrumental in facilitating connections with small businesses throughout our communities. Numerous participants have embraced the opportunity to expand their knowledge by enrolling in the Peer-based Learning Experience program. Moreover, a significant number have attended multiple workshops, underscoring their strong interest and dedication to improving their business skills.

SOME 2019–2022 WORKSHOP TOPICS:

- *Business Model and Value Proposition*
- *Strategies for Protecting Your Business Secrets*
- *Manufacturing Procedures for Small Business*
- *Digital Merchandising*
- *Operating Agreements and Contracts*
- *Business Compliance Issues for Small Businesses*
- *Search Engine Optimization Basics for Your Small Business*
- *Understanding Your City Business Taxes*
- *Know Your Financial Numbers*



BUSINESS SPOTLIGHT

POMELO: FLOWER, PLANT AND GIFT SHOP

Germantown

KAITLIN ORNER, FOUNDER AND CEO

Located in Germantown, Philadelphia, Pomelo is more than a flower, plant and gift shop—it's a vibrant community hub. Since opening in 2019, Pomelo has grown from a modest storefront into a thriving center for floral design and event installations, offering exquisite arrangements and locally crafted items.

My vision for Pomelo was inspired by my childhood experiences in my grandparents' greenhouses. With an MSW from Temple University, I have embedded community engagement into Pomelo's core values, hosting events, collaborating with local artists and supporting neighborhood initiatives.

The pandemic posed challenges, but Pomelo adapted by focusing on floral design and evolving with customer demands. The Tactical Improvement Plan provided essential guidance, helping us hire and train our first employee and explore funding avenues for expansion.

The Peer-based Learning Experience provided me with a supportive network of fellow entrepreneurs, offering peer mentorship and practical insights. The program's structured approach facilitated goal setting, accountability and strategic planning. I wholeheartedly endorse the program to both emerging and seasoned entrepreneurs for its effectiveness as a networking platform and catalyst for growth.

Pomelo embodies community, resilience and strategic foresight. I champion the Power Up Your Business program and Community College of Philadelphia as vital resources for entrepreneurs aiming to thrive and scale their ventures.

www.shop-pomelo.com

COMMUNITY WORKSHOPS

Discover the dynamic approach of the Power Up Your Business program! We thrive on collaboration, employing a unique hub-and-spoke model that teams up with local community organizations to bring enriching workshops directly to you. From libraries to bustling businesses and vibrant community hubs, our program is tailored to suit the diverse needs of your neighborhood.

EMBRACE THE DIGITAL REVOLUTION

In response to the pandemic's challenges, Power Up seamlessly shifted its workshops online, delivering a remarkable 67 sessions that captivated 1,836 eager participants spanning the entire city. Our commitment remains steadfast as we extend both online and in-person workshop options, ensuring accessibility for business owners. Join us in embracing the digital frontier while maintaining the personal touch of in-person gatherings as we continue to empower entrepreneurs across the urban landscape.

Power Up's collaborative spirit shines through its esteemed partnerships, which encompass a diverse array of organizations dedicated to fostering business growth and community empowerment. Among our esteemed allies are the East Falls CDC, SCORE Philadelphia Chapter, and LA21 CDC, each bringing unique expertise and resources to the table. We proudly join forces with the African American Chamber of Commerce and Northeast Free Library, amplifying our reach and impact across varied demographics. The Business Center, Tacony CDC and Greater Northeast Philadelphia Chamber of Commerce stand as pillars of support, bolstering our mission to uplift local enterprises. Our collaborations with the Philadelphia Commerce Department's Office of Business Services and Community College of Philadelphia's Fashion Merchandising and Marketing program exemplify our commitment to holistic business development.

COMMUNITY WORKSHOPS IMPACT DATA

September 2017 - June 2023

IN PERSON

57

Total Number
of Workshops

1,396

Total Number of
Participants

ONLINE

67

Total Number
of Workshops

1,836

Total Number of
Participants

Together, we form a formidable network, united in our dedication to nurturing entrepreneurship and driving economic vitality throughout the city.

Community workshops encompass a broad spectrum of essential topics vital for business prosperity. From creating marketing strategies and mastering SEO techniques to navigating the intricacies of commercial leasing and sourcing capital, Power Up provided invaluable insights. Additionally, our workshops delve into building a lasting family legacy through franchising, harnessing the power of digital marketing and strengthening brand identity.

Our collaboration with the East Falls CDC further expands our reach and impact. Through tailored workshops held at various business locales, we address specific needs such as proficient bookkeeping, accessing human resources services and maximizing social media potential. These targeted initiatives exemplify our dedication to equipping entrepreneurs with the tools and knowledge needed to thrive in today's competitive landscape.

Our partnership with LA21 CDC plays a pivotal role in providing highly specialized technical assistance. Enrolled businesses benefit from tailored support, including guidance on the Peer-based Learning Experience and customized postgraduate assistance. Together, Power Up and LA21 CDC are committed to empowering businesses with the expertise and resources necessary for success in today's dynamic entrepreneurial environment.



UNLOCKING OPPORTUNITIES: Trailblazing Solutions for Philadelphia's Diverse Business Scene

In response to the diverse challenges faced by Philadelphia's entrepreneurs, the College has undertaken a robust initiative aimed at improving program access. The city's varied neighborhoods and commercial zones present unique obstacles, ranging from language barriers to limited technological resources essential for business planning. Recognizing these complexities, the College has launched innovative programs to alleviate these hindrances, exacerbated by the profound impacts of COVID-19 and the societal disparities brought to light by the pandemic.

These initiatives are designed to enhance access to crucial business education, training and coaching across Philadelphia's diverse communities. One such endeavor, the Industry Best Practices series, offers in-depth exploration into specific sectors aligned with the industries represented by the College's Peer-based Learning graduates. Initially partnering with Children's Village for a deep dive into child care, the series expanded in 2020 and 2021 to address sectors severely affected by COVID-19, such as retail, restaurants, e-commerce and micro manufacturing businesses. Serving as a cornerstone for industry convergence, these sessions provide comprehensive guidance, spanning from business inception to succession planning.

Through these efforts, the College endeavors to empower entrepreneurs with the knowledge and resources necessary for success, fostering economic resilience and equitable growth throughout Philadelphia's business landscape.

COMMUNITY STARTUP ACCELERATOR

During the pandemic, we launched the Community Startup Accelerator to support new businesses. Now, we're refocusing on established for-profit enterprises and referring startups to LA21 CDC experts in that field.



5

Cohorts in Total



81

Graduated
Businesses

INDUSTRY BEST PRACTICES

2020-2023



RETAIL BOOT CAMP

2 Total Cohorts

31 Total Businesses

31 Total Participants



MANUFACTURING BEST PRACTICES

2 Total Cohorts

33 Total Businesses

33 Total Participants



E-COMMERCE BEST PRACTICES

4 Total Cohorts

82 Total Businesses

82 Total Participants



RESTAURANT BEST PRACTICES

8 Total Cohorts

66 Total Businesses

175 Total Participants

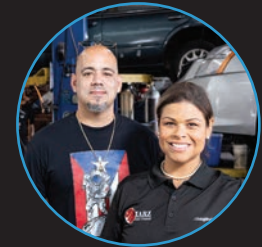


CHILD CARE BEST PRACTICES

2 Total Cohorts

34 Total Businesses

42 Total Participants



GLOBAL SERIES - SPANISH

3 Total Cohorts

48 Total Businesses

50 Total Participants

BUSINESS OWNER AND COMMUNITY LEADER SPOTLIGHT

BLACK DOLLS MATTER LLC

West Philadelphia

MARK RUFFIN, FOUNDER AND CEO

With a Daytime Emmy award for costume design and puppetry, I've channeled my passion for creating captivating characters into numerous achievements. My work on "CTW Sesame Street" has delighted audiences worldwide and earned me three Daytime Emmy nominations, including a win for "Sesame Street" and another nomination for "The Wubbulous World of Dr. Seuss."

In addition to "Sesame Street," I've contributed to productions like "Bear in the Big Blue House," "The Animal Show with Stinky and Jake," and "Muppet Treasure Island." My unique perspective and craftsmanship have established me as an industry innovator.

Among my notable projects is designing the Princess Diana Birthday Commemorative doll for the Alexander Doll Company and contributing costume designs to the Whitney Biennial, enriching Jacoby Satterwhite's work.

Recently, I immersed myself in a Peer-based Learning Virtual Experience, a pivotal step in fortifying my business pursuits. Collaborating with fellow entrepreneurs and learning from seasoned instructors has imbued me with invaluable insights and sparked innovative growth strategies. Notably, the accounting session equipped me with essential financial management skills, crucial for the continued expansion and scaling of my business. This experience has been instrumental in advancing my professional growth and business success.

www.blackdollsmatter.com



CORRIELUS CARDIOLOGY

Mt. Airy

DR. SANUL CORRIELUS, PRESIDENT AND CEO

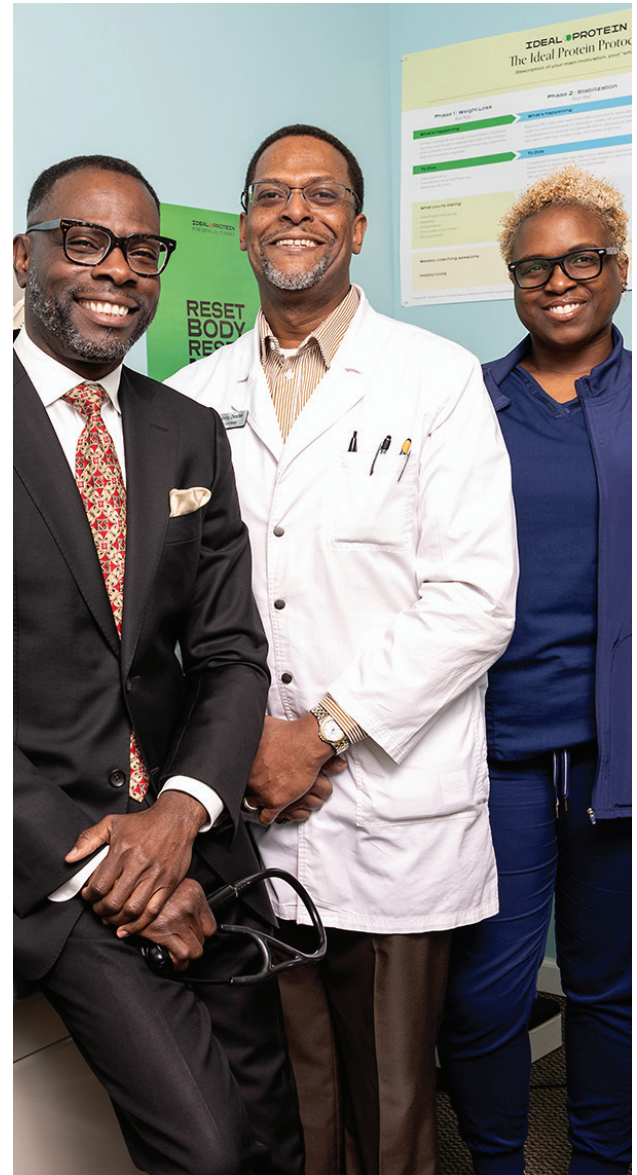
With a bachelor's degree from Brooklyn College and a health care-focused MBA, I bring more than 25 years of clinical experience as a board-certified cardiologist and bestselling author in heart health. Specializing in preventive cardiology, my practice prioritizes culturally competent care to address health inequities, offering comprehensive noninvasive cardiac diagnostic evaluations and treatments. As the founder of the Community Cardiovascular Initiative, a 501(C)(3) organization, I'm dedicated to promoting heart health education.

Participating in the Peer-based Learning Experience has been transformative. Peer interactions provided invaluable support and insights, highlighting the significance of collaborative networks and shared learning experiences. My handpicked business coach played a pivotal role in my growth, offering tailored guidance and support, which allowed me to access various data sources about my business and develop a sound tactical plan for growth.

With my coach, I crafted a robust plan informed by data sources, navigating the intricacies of small business ownership with the necessary tools and resources provided by Power Up Your Business.

This program breathed new life into my practice, offering a fresh perspective and the vitality required for success. I am deeply grateful for its profound impact on my journey.

www.corrieluscadiology.com



UNLEASH THE POTENTIAL: Comcast RISE Grant and Power Up Your Business Fosters Collaboration through Impactful Webinars and Expert Business Coaching

The enduring success born out of the collaboration between the Power Up Your Business Program and the Comcast RISE Grant Program stands as a cornerstone in fortifying economic avenues for Philadelphia entrepreneurs, underscoring our commitment to their prosperity.

Through our "Award Awareness Initiative," we hosted illuminating webinars, providing invaluable insights into an array of grants, including monetary aid, marketing support, consultative services and technological resources. Our proactive engagement with subject matter experts ensured that Peer-based Learning Experience alumni received personalized business coaching, guiding them adeptly through the grant application process.

This year heralds a notable milestone as 12 alumni from the Peer-based Learning Experience program secured Comcast RISE grant funding. This accomplishment speaks volumes about the tangible impact of our collective efforts on the local business landscape, nurturing growth and resilience within our community. These grants, totaling \$120,000, encompassed both cash disbursements and in-kind services, including creative production, media, and technology makeovers; education resources; and business consulting services. This comprehensive support package exemplifies our dedication to addressing the multifaceted needs of small businesses, equipping them with the essential tools for enduring success.

As we reflect on the triumphs of the past year, we reassert our commitment to fostering entrepreneurship and driving positive economic outcomes in the Philadelphia region through continued collaboration and targeted assistance. The enduring partnership between the Power Up Your Business Program and the Comcast RISE Grant Program continues to illuminate pathways of opportunity, empowering entrepreneurs to realize their full potential and make meaningful contributions to the dynamic economic fabric of our community. Congratulations to the grant recipients:

- *Angela Wolf Video, LLC*
- *Eagle Staffing Company*
- *FLAVORUSH LLC*
- *LaserPhilly*
- *PERCEPTIONS UNLIMITED LLC*
- *Perfect Place Real Estate*
- *Pomelo, LLC*
- *Ray's Reusables*
- *Soriyia Bridal*
- *Take Time to Breathe LLC*
- *Thunder Mug Café*
- *V Marks the Shop LLC*

JERK PARK

Northeast Philadelphia

SIERRA CROSBY, FOUNDER AND CEO

My entrepreneurial journey blends childhood inspirations with professional transitions. Emeril Lagasse's dynamic PBS and Food Network presence ignited my passion for cooking. Our home was a culinary melting pot, with Southern traditions and global flavors, and my jerk chicken became a favorite.

In 2017, I shifted from real estate to culinary pursuits, launching Jerk Park. Despite the pandemic's impact on real estate, my drive to cook and bring joy led me forward. I crafted a menu reflecting my heritage and served both the community and the homeless in Philadelphia.

My business coach played a pivotal role in developing my Tactical Improvement Plan, which became my guiding compass. Through the Peer-based Learning Experience, our group evolved from mere peers to a tightly knit family, under the invaluable mentorship of Tiffany Spraggins, a constant wellspring of wisdom and support. The diverse cohort, from landscapers to real estate investors, enriched our learning journey and fostered collaboration.

Our bond endures, with Jerk Park catering events hosted by fellow entrepreneurs. Guided by the Tactical Improvement Plan, I navigated entrepreneurship's complexities, ensuring Jerk Park's resilience. Today, driven by a passion for flavor and community, Jerk Park thrives, expanding through catering and pop-ups.

www.jerkparkphilly.com



POWER UP AND DVIRC UNITE FOR 'LEVEL UP': Revolutionizing Manufacturing Best Practices in Philly

Power Up Your Business joined forces with the Delaware Valley Industrial Resource Corporation (DVIRC) to present the sustained "Level Up" MFG initiative. This groundbreaking program introduces Philadelphia-based manufacturers to a unique learning and application platform. Tailored specifically for manufacturing firms in Philadelphia with fewer than 10 employees, "Level Up" MFG draws upon DVIRC's extensive experience, encompassing more than 100,000 hours dedicated to assisting makers and micro manufacturers across the region and beyond.



We are pleased to announce the successful completion of the program by 10 Philadelphia-based makers and micro manufacturers. The program's hybrid format enabled participants to engage in comprehensive learning experiences while incorporating practical applications directly into their operations. Through a blend of theoretical knowledge and hands-on exercises, participants gained invaluable insights into optimizing their manufacturing processes, enhancing productivity, and navigating challenges unique to their industry and locale.

"Level Up" MFG illustrates the collaborative efforts of Power Up and DVIRC in fostering innovation and growth within Philadelphia's manufacturing sector. By equipping small-scale manufacturers with the tools and knowledge necessary to thrive, we contribute to the resilience and vitality of the local economy.

COACHING TO CAPITAL PROGRAM

Power Up Your Business partnered with the African American Chamber of Commerce (AACC) PA, NJ, DE for their second-annual Coaching to Capital initiative, which aims to empower AACC members by providing access to a yearlong program focused on enhancing their skills and knowledge in commercial lending.

The Coaching to Capital Program, now in its second year, selects AACC members and provides them with hands-on training, mentor-coaches and banking advisors. These resources are tailored to help participants effectively navigate the complexities of the commercial lending market.

A key aspect of this partnership is the referral of Coaching to Capital participants to the Peer-based Learning Experience. This supplementary program delivers operational and technical training to stabilize existing businesses. Through the development of Tactical Improvement Plans and the establishment of SMART goals, participants gain invaluable insights into strengthening their enterprises.

The synergy between the Coaching to Capital Program and the Power Up Your Business initiative has yielded tangible results. By pooling resources and expertise, participants have access to a comprehensive suite of support services customized to their needs. This collaboration underscores both organizations' commitment to fostering the growth and success of African American entrepreneurs in the region.



RISE TOGETHER: Uniting Minds, Igniting Futures—The Inaugural Peer-based Learning Experience Alumni Networking Mixer

The 2023 Inaugural Peer-based Learning Experience Alumni Networking Mixer, a collaborative effort between Tiffany Spraggins, director of Power Up Your Business and Ellen Valude, vice president and senior trainer at the esteemed Dale Carnegie Philadelphia Foundation, served as a dynamic platform for alumni engagement and knowledge exchange. With a strategic focus on fostering synergies among Peer-based Learning Experience Cohorts 1 through 22 graduates, this event illuminated pathways to transformative growth and professional development.



Drawing 60 attendees, the mixer cultivated an environment where meaningful interactions thrived, embodying the very essence of peer-based learning. Ellen Valude's compelling 90-minute session, "Networking for Success," transcended theoretical discourse by delivering actionable strategies distilled from Dale Carnegie's timeless wisdom in *How to Win Friends and Influence People*.

This interactive dialogue infused the gathering with vitality, equipping participants with tangible tools to enhance their networking acumen. Ellen's thoughtful distribution of the "Golden Book," a condensed repository of key strategies, ensured that attendees could immediately apply these newfound insights.

The inaugural mixer underscored the transformative potential inherent in the Power Up Your Business program. Its resonance among participants affirmed the program's efficacy and highlighted its role in cultivating a dynamic ecosystem of collaboration, innovation, and professional growth. The catering and photography services, provided by Peer-based Learning alumni, further enriched the event's spirit of collaboration.

CREATING SOCIAL IMPACT WITH A CLEAR PURPOSE

In 2023, the dynamic collaboration between Power Up and the esteemed Philadelphia Alliance for Capital and Technology (PACT) showcased the power of synergy by securing 10 coveted volunteer positions for graduates of the program's Peer-based Learning Experience. Throughout the illustrious conference, these talented graduates exuded warmth and expertise while guiding esteemed attendees to the plethora of captivating business pitches and roundtable sessions.



This symbiotic engagement not only provided an enriching experience for the graduates but also presented an unparalleled opportunity for sponsors to connect with a diverse array of industry leaders. From engaging with visionary venture capitalists to forging connections with influential corporate sponsors and ingenious technologists spanning various regions, the graduates seamlessly navigated the vibrant landscape of the conference, leaving an indelible impression on all who crossed their paths.

Such exceptional performance garnered resounding accolades, culminating in a prestigious invitation for the Power Up Your Business program to recommend additional small business volunteers for the highly anticipated 2024 conference.



EMPOWERING FUTURES: Fashion Merchandising and Marketing Collaborates with Power Up for Student-led Co-curricular Initiatives

The partnership between Power Up and the College's Buying and Private Label Development course, led by Kristen Ainscoe, program coordinator of Fashion Merchandising and Marketing, epitomizes experiential learning. This collaboration provides aspiring Fashion Merchandising and Marketing professionals with a unique opportunity to directly engage with small businesses, fostering genuine, real-world experiences.

Graduates of the Peer-based Learning Experience, guided by Power Up leadership, were chosen to spearhead this initiative. Their mission: analyze the client's business model and craft comprehensive five- and 10-year plans while innovating new products and services. The impact? Profound.

Asya Richardson, CEO of Indian Princess Hair and an alumna, lauded the transformative effect of this service-learning project. Not only did it bolster her business's competitiveness, but it also evoked deep admiration for students' skills and the faculty's guidance.

This experience served as a springboard for growth, granting students invaluable insights into fashion merchandising and marketing while propelling the expansion of a bona fide enterprise. This opportunity epitomizes the potential of partnerships between academia and industry, showcasing the essence of experiential learning and collaborative innovation.

EMBARK ON A JOURNEY OF SUCCESS: Unveiling Empowerment in Action at the Inaugural Power Up Your Business Coaches and Faculty Retreat

Power Up's inaugural Faculty and Coaches Retreat among Peer-based Learning Experience coaches focused on fostering collaboration and an exchange of knowledge that helped to eliminate silos and promote inclusivity. To enrich the discourse, industry experts were invited to share invaluable insights into various facets of business management.

Gregory Reaves, founder and co-owner of Mosaic Development Partners, served as the keynote speaker, delivering an enlightening address on "Understanding the Small Business Landscape: Cultivating a Mindset of Growth and Capacity." Sheila Ireland, a distinguished member of the Community College of Philadelphia's Board of Trustees and president and CEO of Philadelphia Opportunities industrialization Center (OIC), offered a thought-provoking presentation titled "How Workforce Development Empowers Small Businesses." Her session delved into pertinent topics such as workforce needs, labor market dynamics and strategies for fostering business growth.

Atif Bostic, president and CEO of UpLift Solutions, contributed to the retreat with his insightful presentation, "Translating Numbers into a Compelling Narrative for Growth," providing attendees with actionable strategies for leveraging data to drive business expansion. These engaging sessions not only broadened participants' perspectives, but also equipped them with practical tools to navigate the complexities of entrepreneurship in the Philadelphia region.

Power Up's commitment to empowering small businesses through collaborative learning and strategic insights will continue to benefit our mission of continued growth and success for small businesses.



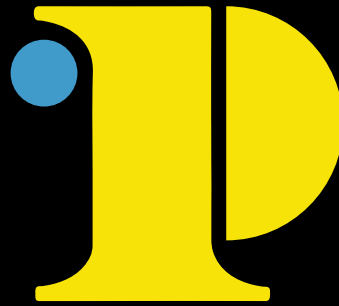
2017–2023 BUSINESSES INCLUDE:

60th Street West Market Street Business Association
63rd Street Business Association
ACANA
African American Chamber of Commerce (PA, NJ and DE)
African Caribbean Business Council (ACBC)
AFRICOM
Asian American Chamber of Commerce of Greater Philadelphia
Beech Interplex
BOOST Community Development Corporation (CDC)
Business Association of West Parkside
Called to Serve CDC
City of Philadelphia Department of Commerce
Comcast RISE Grant Program
Dale Carnegie Philadelphia Foundation
Earl Harvey (Black Professional News)
East Falls CDC
The Enterprise Center
Entrepreneur Works
Esperanza
Ethiopian Community Association of Greater Philadelphia
Fairmount CDC
FINANTA
Free Library of Philadelphia
Germantown United CDC

Greater Northeast Philadelphia Chamber of Commerce
Greater Philadelphia Hispanic Chamber of Commerce
Haitian American United for Change
Holmesburg CDC
I Buy Black Inc.
Impact Services Corporation
Jumpstart Germantown
Korean Community Development Services Center
Lancaster Avenue Business Association
Lancaster Avenue (LA) 21st Century Business Association CDC
Mayfair CDC
Mosaic Development Partners
Mt. Airy CDC
Newbold CDC
New Kensington CDC
NextFab
North 5th Street Revitalization Project
Ogontz Avenue Revitalization Corporation (OARC)
Overbrook West Neighbors CDC
Oxford Circle Christian Community Development Association
PA Professional Image Alliance
PACT
People's Emergency Center
Philadelphia Area Cooperative Alliance
Philadelphia Chinatown Development Corporation

*PIDC
Philadelphia OIC
Sustainable Business Network
SCORE Philadelphia
SEAMAAC
South Street Headhouse District
Tacony CDC
Temple SBDC
The Business Center
The Universal Muslim Business Association
Urban League of Philadelphia
Uplift Solutions
Welcoming Center for New Pennsylvanians
West Philadelphia Corridor Collaborative
Women Business Enterprise Center - East
Women Opportunity Resource Center*





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