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FORT BEND COUNTY CASE STUDY

thecarterbrothers.com

FORT BEND COUNTY ENTREPRENEUR

PROGRAM MISSION & SERVICES



Mission:

To provide educational and coaching services to businesses in Fort Bend County that were adversely affected by the COVID-19 pandemic.



Target Audience:

We are specifically targeting minority-owned, women-owned, veteran-owned, disability-owned, and LGBTQ-owned businesses.

PROGRAM GOALS:



Recruit 750 Businesses in the Fort Bend County Area that have been negatively impacted by COVID-19 paying special attention to minority or disadvantaged business owners.



Provide Business Owners with much needed strategies, tools, and programs to rebound from the negative impact of COVID-19.



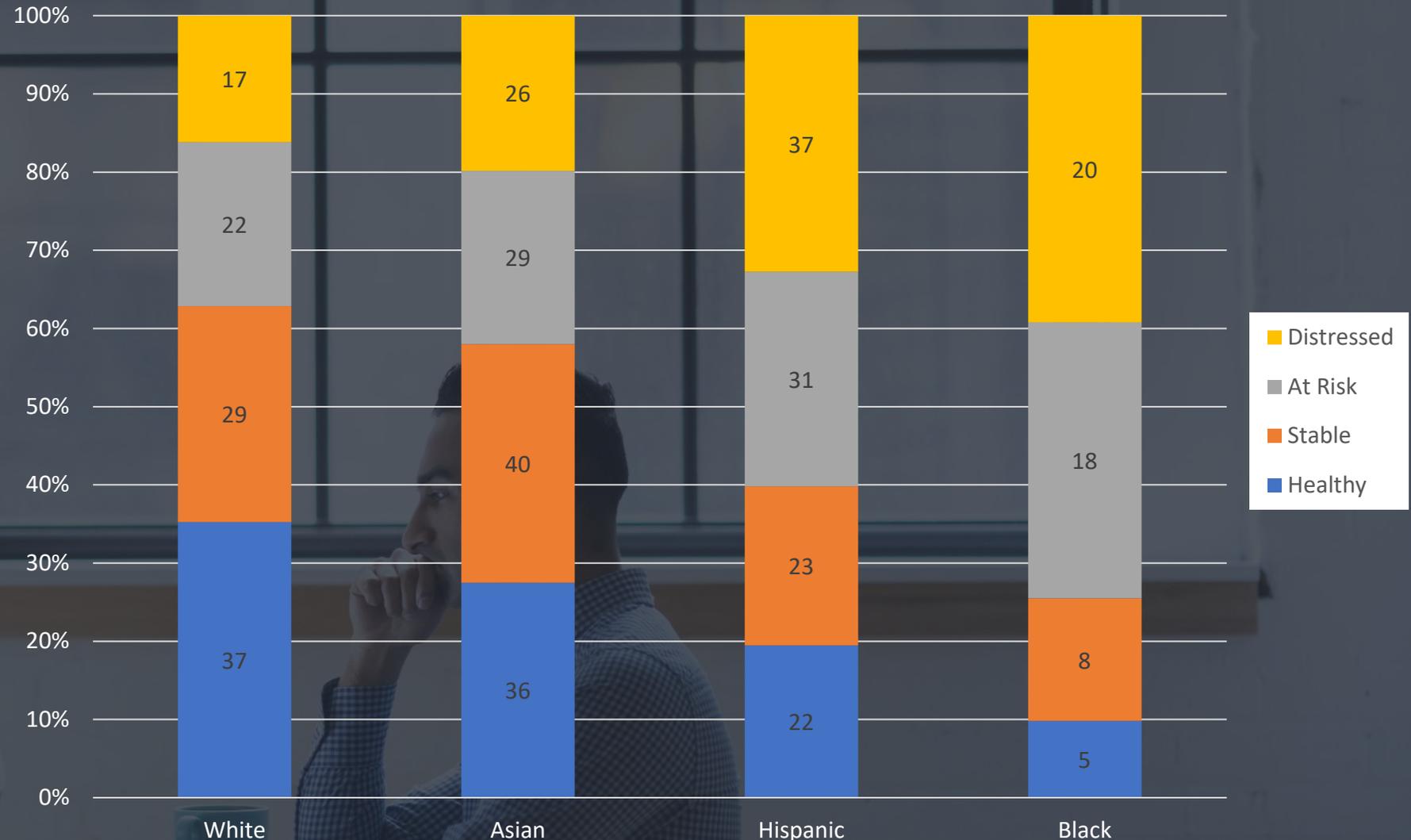
Ultimately, save Fort Bend County small businesses from failure and sustain the positive impact that these businesses have on the county as it relates to employment and tax revenue.

CASE FOR ACTION

BUSINESS TYPE

Companies helmed by Black or Hispanic owners were more likely to be classified as 'at risk' or 'distressed' prior to the COVID-19 crisis.

Financial-health Spectrum by Company Ownership Type



PROGRAM ELEMENTS

01

BUSINESS RECOVERY PLAN

- CUSTOMIZED PLAN FOR BUSINESS
- INDUSTRY SPECIFIC
- ACTIONABLE PLAN

02

ONE ON ONE COACHING

- ONE HOUR WITH BUSINESS CONSULTANT
- REVIEW OF RECOVERY PLAN
- GIVEN ACTION STEPS FOR BUSINESS RECOVERY
- ASSIGNED TO MASTERMIND GROUP
- GIVEN SCHEDULE FOR VIRTUAL CLASSES
- REFERRED TO SPECIALISTS, AS NEEDED

03

ONLINE BUSINESS COACHING COMMUNITY

- ONE TO FIVE YEAR ACCESS
- 350 DIFFERENT MODULES
- GRADUATION CERTIFICATE

04

VIRTUAL CLASSES

- ZOOM CLASSES HELD TWICE A WEEK
- BUSINESS RECOVERY TOPICS
- MAIL CHIMP AND ZOOM INVITES
- SOCAIL MEDIA/ EVENTBRITE PROMOTIONS

05

MASTERMIND PEER GROUPS

- INDUSTRY SPECIFIC COHORTS
- SPECIFIC MEETING PROTOCOL
- BUSINESS OWNERS CHOSE DATES
- GROUP PROBLEM SOLVING

06

BUSINESS RECOVERY CONFERENCE

- VIRTUAL CONFERENCE
- 4 HOUR DURATION
- BREAKOUT SESSIONS
- GIVEAWAYS
- AWARDS

PROGRAM FACILITATION

01

CONSULTANT SELECTION

- IDENTIFIED LOCAL TALENT
- FOCUSED ON DIVERSITY
- INCLUDED BILINGUAL RESOURCES
- HIRED PROGRAM MANAGER
- HIRED ADMIN STAFF
- HIRED CALL CENTER STAFF

04

BUSINESS ASSESSMENT AND ANALYSIS

- CUSTOMIZED BUSINESS RECOVERY PLAN
- E-SIGNED VERIFICATION

02

RECRUITMENT

- CALL CENTER
- SOCIAL MEDIA CAMPAIGNS/ADS
- MAIL OUTS
- AMBASSADORS
- PRESS RELEASE/COUNTY
- BUSINESS DATABASE INVESTMENT
- COUNTY/CITY WEBSITE

05

PROGRAM MANAGEMENT

- WEEKLY MEETINGS
- PAYROLL
- INVOICING

03

INTAKE

- APPLICATION & VETTING
- VERIFICATION PROCESS
- DEMOGRAPHICS TRACKING
- REQUEST QUESTIONNAIRE
- ASSIGN CONSULTANT

06

FEEDBACK & TRACKING

- CLASS SURVEYS
- COMPANY PERFORMANCE TRACKING
- PROGRAM KPIS

EDUCATIONAL COURSE CONTENT

VIRTUAL COURSE COVID-19 RECOVERY TOPICS

- What Not to Do When You Reopen Your Business.
- What will be my customers' needs post COVID-19?
- Rebuilding Operations in the era of COVID-19
- Where to Turn for Financial Help During the Coronavirus Crisis
- How to reinvent your product or service for the "new normal".
- 6 Actions to Take in the Next 90 Days to Save Your Business
- Ventas se Derrumban por el COVID-19, y la Renta se Vence. ¿Y ahora qué hago?
- Converting from physical to virtual operations.
- How to Successfully Manage Both Remote and In-Office Teams
- 3 Simple Steps to Manage Stress--and Save Your Business in the Process
- How to price your products/service.
- How Leaders Can Effectively Manage in Times of Uncertainty
- How to simplify and streamline your organizational structure
- Los 6 Pasos a Seguir en los Próximos 90 días Para Salvar Su Negocio Durante la Pandemia
- What is my new marketing strategy?
- How to Identify and prioritize revenue opportunities?
- What does my business need right now to survive?
- How to refocus digital efforts to reflect changing customer expectations
- How to build Customer Relationships During the Downtime of COVID-19
- 4 Ways to Negotiate With Vendors

EDUCATIONAL COURSE CONTENT

ONLINE PORTAL SUMMARY TOPICS

- Communication
- Differentiating Your Offering
- Download Survival Guide
- Entrepreneur Survival Guide
- Financial Management
- Generating Revenue
- Leading the Company
- Legal
- Managing Yourself
- Marketing
- People
- Raising Money
- Reviews of the Top Tools Entrepreneurs Need
- Running Your Business
- Setting Up Your Business

VIRTUAL CONFERENCE TOPICS

- Budgeting and Forecasting for Unstable Revenues
- Diversifying Your Economy Post-Disaster – Identifying Emerging Industries
- Crisis Management for Small Business
- Bolstering Workforce- Adapting to Changing Economic Landscapes
- Guiding Your Community Image and Brand Through A Disaster
- PPP Loan Forgiveness Explained
- Legal and Practical Considerations for Employers
- How to Prepare for the Next Major Economic Disruption

FORT BEND COUNTY ENTREPRENEUR

DASHBOARD



686

**Registered
Businesses**

As of 03/31/2021



9.1/10

**Client Satisfaction
Rating**

Surveys Returned: 187



**Online Portal
Participation**

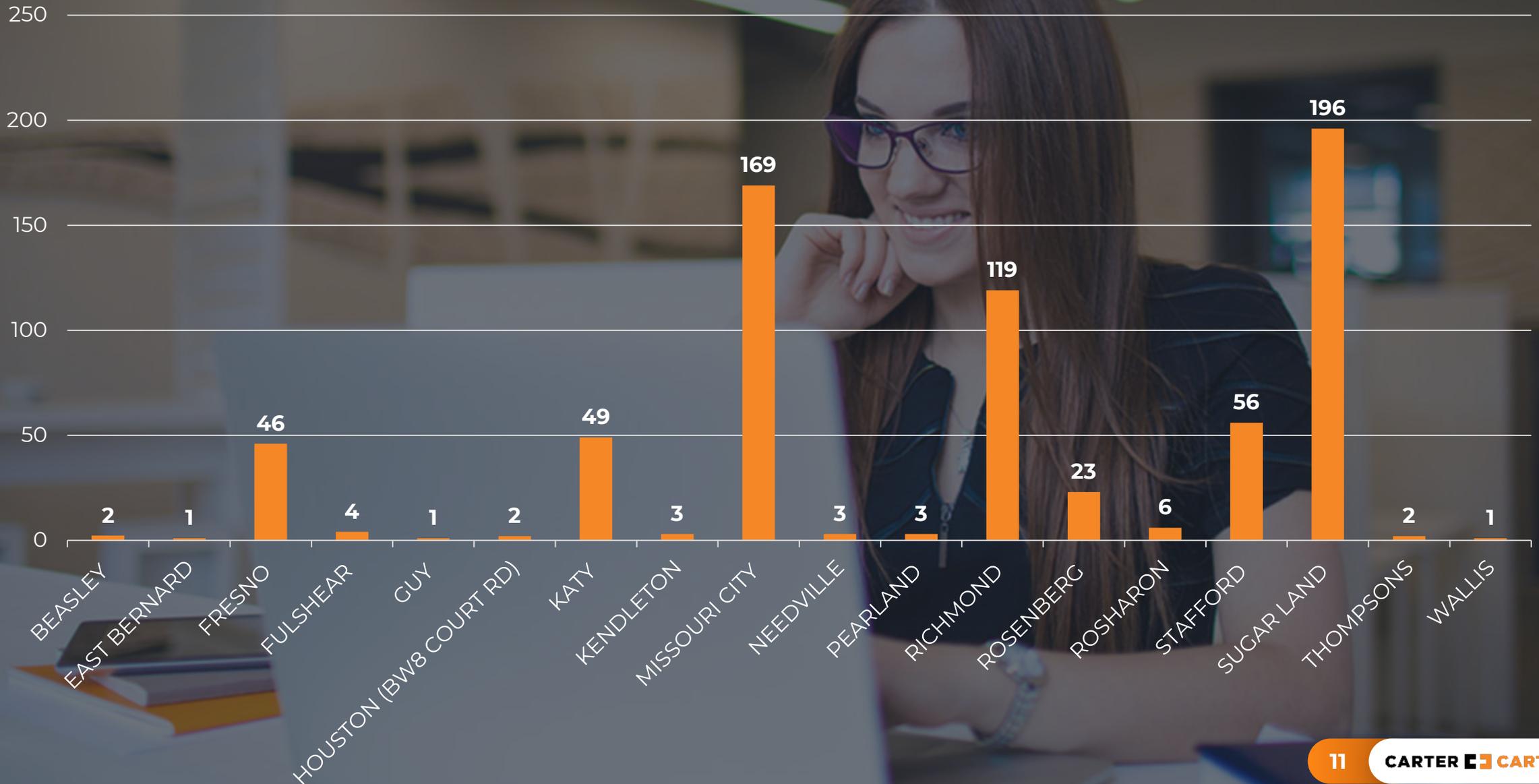
86%

Videos Watched 65,676

Unique Sessions Watched 12,312

Message Engagement 1,756

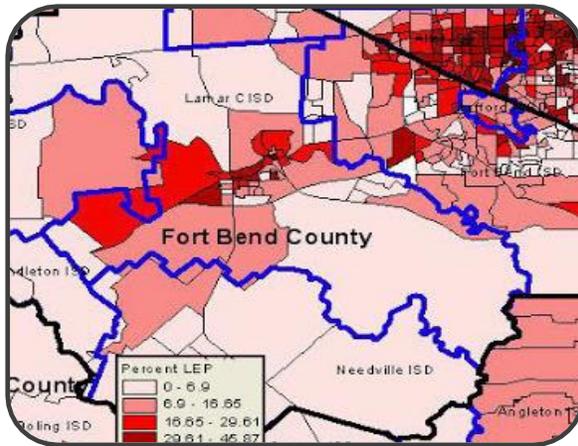
Fort Bend Entrepreneur Initiative Participant Count by City



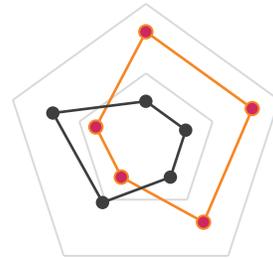
FORT BEND COUNTY ENTREPRENEUR

DASHBOARD

Target Area



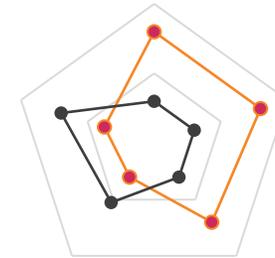
Virtual Courses



339
Course Attendees

39
Courses Provided

Mastermind Sessions

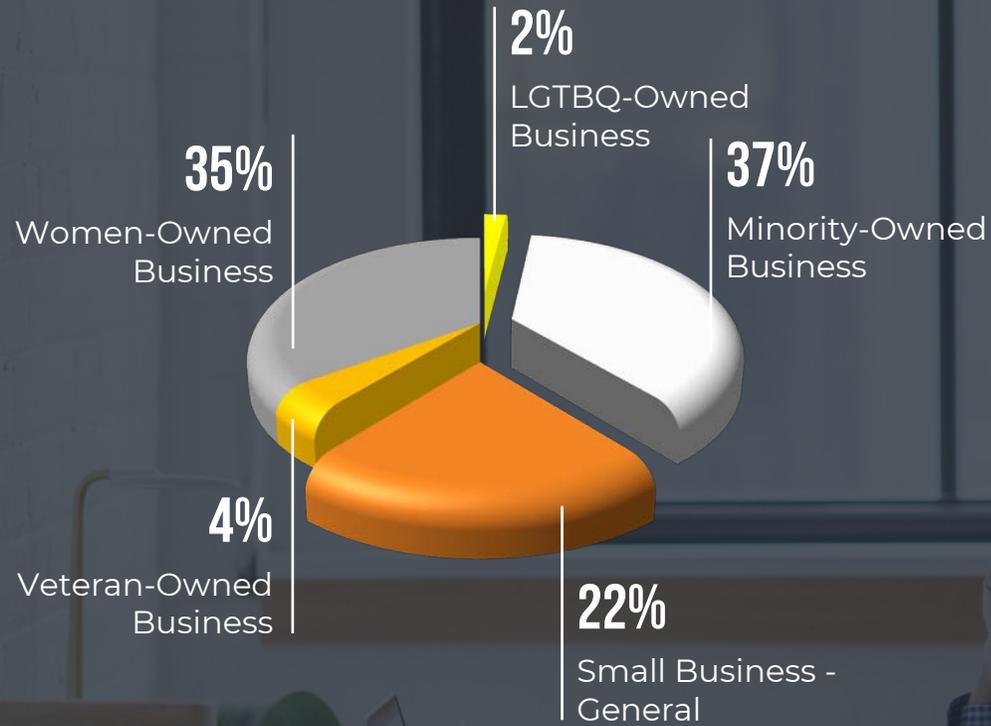


191
Course Attendees

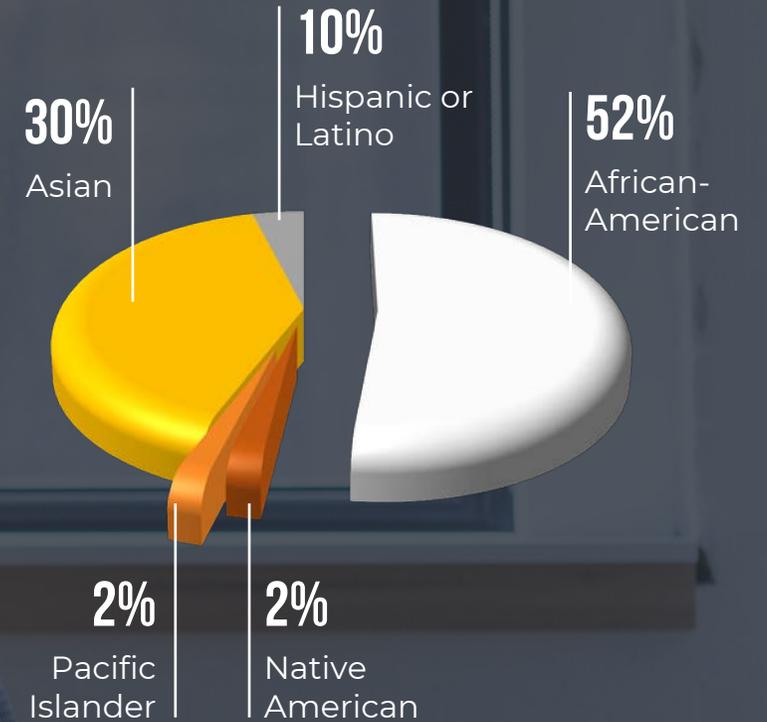
41
Courses Provided

FORT BEND COUNTY ENTREPRENEUR

BUSINESS TYPE



Business Category



Minority Designation

FINANCIAL/ OPERATIONAL IMPROVEMENTS

SINCE JULY '20 – MAR '21



Expense Decreases

Every business needs reliable cash flow. Cutting expenses is a great way to boost cash flow for any struggling business, as well as successful businesses that want to stay that way.



Revenue Increases

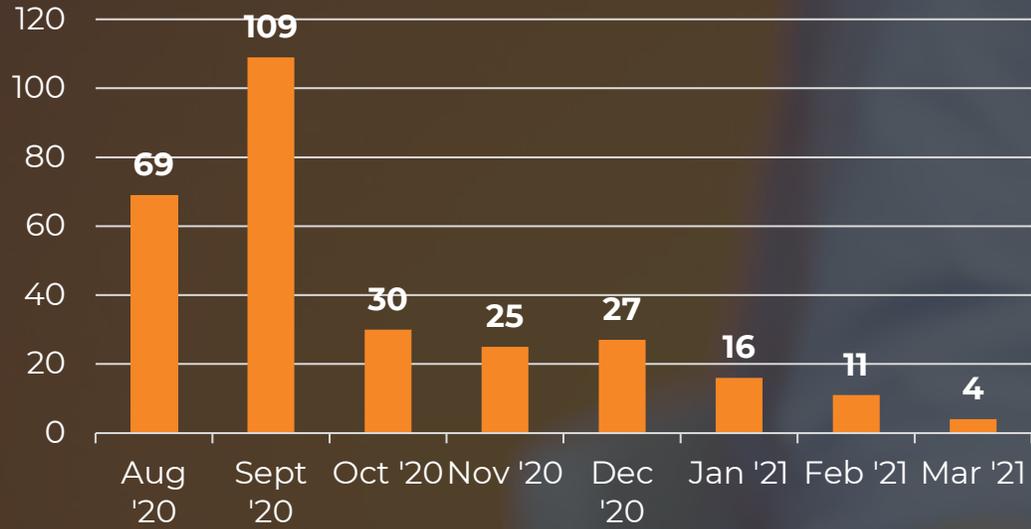
Small business owners need to change their practices to focus more on profit and existing customer retention.



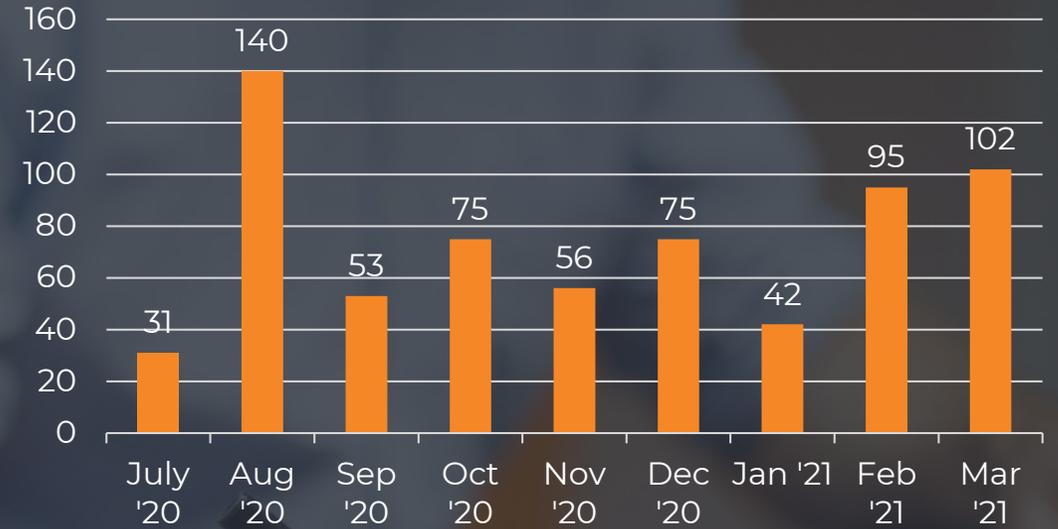
Hiring Increases

Pivoting businesses to meet the new needs of clients in a COVID-19 pandemic world has allowed businesses to end furloughs/ layoffs and bring back employees sooner than anticipated.

COVID-19 Business Recovery Plan Activity



Business Owner & Consultant One-on-One Consultant Hours



291

No. Of Plans Completed



669

One-On-One Consulting Hours Completed

FORT BEND COUNTY ENTREPRENEUR

TESTIMONIALS



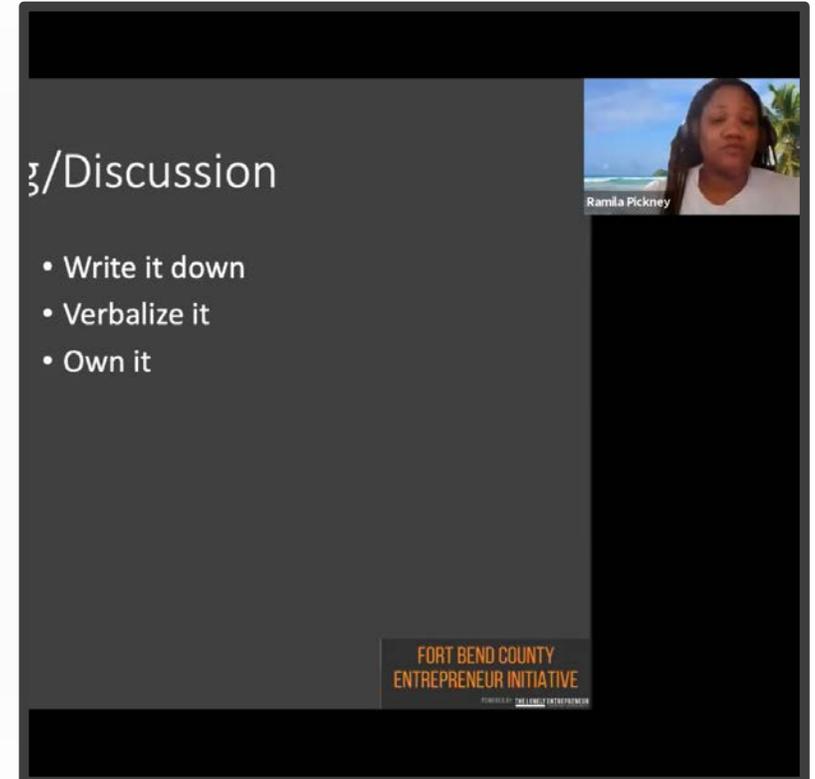
Thank you so much for sending over my customized Recovery Plan. [My Consultant] offered a wealth of advice, guidance, and resources that had me writing not only in my notebook but also on my whiteboard.

- Sharita Humphrey



This was absolutely amazing, refreshing, thought provoking, engaging and fire! I am so very honored to be within this space and look forward to the transformation that shall arise out of the entire experience.

- Nakia Franklin



FORT BEND COUNTY ENTREPRENEUR

TESTIMONIALS



My name is Margaret Simon, I am the co-owner of Aabei's Gift Baskets, LLC. Aabei's is a new company that was founded by two women in 2019 based in Fort Bend. Our aim is to create a one-of-a-kind gift basket, that is exclusively designed for our customers. Our selection of products comes from well-known designers and we are committed to providing our customers with high-quality products and services.

Like many other companies COVID-19 had a great impact on Aabei's sales, with zero sales. Aabei's reached out to the Fort Bend Entrepreneur Initiative for help. I was able to enroll in several virtual classes that were offered by the Fort Bend Entrepreneur Initiative. These classes were taught by marketing experts who offered ways to help Aabei's pivot to regain sales during the pandemic. I was assigned one-on-one consultant by Dr. Mathias Tchamengo. He provided a marketing analysis identifying Aabei's strengths and weaknesses during the pandemic.

I am still working with Dr. Tchamengo on solving some of the problems that are presently affecting Aabei's. Dr. Tchamengo's insight has been fundamental in shaping the way forward during this difficult time. I am hoping that by resolving these problems Aabei's will not only be a profitable company but, also will be able to create employment.

I am ever grateful to the Fort Bend Entrepreneur Initiative.

- Margaret Simon

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TESTIMONIALS

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THANK YOU!

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