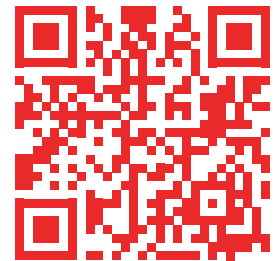




▶ TAKE YOUR BUSINESS TO THE NEXT LEVEL

Scale DSM Minority Business Accelerator Powered by Interise

What It Is: A seven-month program centered around practical, case-based peer learning for minority-led businesses in the Greater Des Moines (DSM) region. As a participant, you will attend one session every other week and complete the program with business knowledge, management know-how and networks needed to grow your business.



Learn More and Apply

DSMpartnership.com/scaleDSM

The Details

Eligibility Requirements:

- | Minority-owned business
- | \$150,000 – \$4 million in annual revenues
- | One other full-time employee besides the owner(s)
- | Been in business for at least two years
- | Willingness and ability to attend class for seven months, complete mandatory assignments and complete program surveys up to three years following the program

▶ **PROGRAM DATES** ◀
June – December 2023
Application Deadline: **May 7**

Contact **Juan Pablo Sanchez**, Director of Inclusive Business Strategies,
at jsanchez@DSMPartnership.com for more information.



An Initiative of
**GREATER DES MOINES
PARTNERSHIP**

CURRICULUM OVERVIEW

- + ▶ **Module 1: Business & Strategic Assessment**

Participants will identify and set strategic goals needed to grow their business over the next three years. They also assess their own leadership styles and form CEO Mentoring Groups with whom they will collaborate with throughout the program — and beyond.
- ▶ **Module 2: Finance — Balancing Cash Flow and Bottom Line**

With the help of accountants and financial advisors, participants will learn about key financial statements and how financial statements relate to one another. Participants will create “financial dashboards” with key ratios that will allow for effective monitoring and comparison to other industry peers. This module will also prepare participants to communicate current and future financial aspirations both internally and externally and prepare participants to gauge the financial health of their businesses and make effective decisions.
- ▶ **Module 3: Marketing and Sales — Building Profitable Sales**

Once participants have a clear understanding of their financials, they begin to identify which products and customers promise to be the most profitable and which markets have the greatest potential for growth. Module three will help participants better understand their competition, the needs and desires of their customers, and how to effectively reach customers and improve sales.
- + ▶ **Module 4: Resources — Getting What You Need to Grow**

In this module, participants will identify the resources — human and financial — needed in order to achieve their growth plans. Participants will learn how to identify and secure key talent, as well as how to secure private and public capital.
- ▶ **Module 5: Putting It All Together**

In the last session, participants deliver final presentations of their growth plans to a panel of business experts and their peers.

NOTES:
