




BLACK & BROWN FOUNDERS PROJECT

Event Wrap-Up Report

March 20th & 21st, 2017
Galvanize - San Francisco



“This conference was life changing, and really helped me in the direction I am taking my organization. I actually know what I have to do and how to do it.”

- BBFP Event Attendee



ABOUT THE EVENT

What is BBFP?

Black & Brown Founders Project (BBFP) is a 2-day workshop that provides current and aspiring entrepreneurs of color with tactics and resources for starting companies without relying on venture capital.

I'VE BEEN AROUND THE BLOCK.

BB
FOUNDERS

Black
Brown
Founders

Helping
founder
business
on ven

A black and white photograph of a woman with curly hair, wearing a light-colored sweater and a necklace, speaking into a microphone on a stage. She is holding a small object in her left hand. The background is dark with some faint text visible on the right side.


REWRITE THE PLAYBOOK

Why is this important?

Less than 1% of venture funding goes to Black and Latinx founders. Yet they're the driving force behind small business creation in America.

We know that "bootstrapping" doesn't look the same for black and brown founders as it does for others. Money doesn't flow abundantly in our communities. We don't usually have family or friends who can invest or loan us cash to get started.

But it's still possible to build a thriving business with modest resources. We held sessions with founders of color who know the rules of the Silicon Valley game, and how to make it work for us.

A woman with curly hair, wearing a dark jacket, is shown in profile from the chest up, speaking into a microphone. She is gesturing with her right hand. The background is dark and out of focus. The entire image has a semi-transparent olive-green overlay.

“It was a well put together event from top to bottom. I've established the connections needed for me to move into the next phase of my business with a real plan.”

- BBFP Event Attendee



Black &
Brown
Founders

founders build successful
businesses without relying
on venture capital.

BLACK AND BROWN FOUNDERS

@BLACKANDBROWNFOUNDERS

WORKSHOP CONTENT

What We Cover

- How venture capital works
- Corporate structures and IP basics
- Generating revenue from day one
- Managing and closing deals
- Building apps without code
- Alternative forms of financing
- Managing cash flow
- Designing on a shoestring
- Attracting talent with a tiny budget
- One-on-one mentorship sessions

A woman with glasses and a patterned shirt is speaking into a microphone. In the background, there is a logo for 'BB FOUNDERS' and the word 'Black' is partially visible.

“Out of all the conferences, workshops, etc for startup founders in the Valley, this one was the most useful and applicable.

It said, ‘here is the reality, but here are some tools to combat that’.”

- BBFP Event Attendee

HOW IT WENT

Event Stats

- 91** in-person attendees
- 673** live stream attendees
- 7th** trending spot for #BBFP17
on Twitter locally during event
- 90%** said they would recommend
BBFP to a friend
- 76%** would like BBFP to be a
recurring event
- 52%** said ALL ten sessions were
useful to them/their business



HOW IT WENT

Event Stats

Founders who attended in-person came from the following areas:

- San Francisco Bay Area
- New York City
- Washington DC
- Chicago
- Los Angeles
- Philadelphia
- Dallas
- Minneapolis
- Nashville
- Durham

HOW IT WENT

Event Stats

The most popular sessions were about:

- Generating revenue from day one
- Building apps without code
- How venture capital works

Our speakers are subject matter experts in finance, investment, digital marketing, growth, sales, design, and hiring.

9 of 10 of our speakers are **women of color**.

6 of 10 speakers are **Black**.

4 of 10 speakers are **Latina**.



A woman with dark hair, wearing a light-colored blazer over a dark top, is speaking into a microphone at a podium. The background is slightly blurred, showing a sign with the letters 'BB' and the words 'Black &'. The entire image has a yellowish-green tint.

“The mentors were really helpful and humble about sharing their knowledge. I was impressed with the quality and diversity of the mentors.”

- BBFP Event Attendee




HOW WE WILL IMPROVE

For Future Events

Other things attendees would have liked to see:

- Content on the psychology of being an entrepreneur OR how to balance the work with life
- Guided networking and mingling
- More time to workshop their business with mentors or small groups
- More mentors for office hours

A woman in a dark dress is standing on a stage, holding a microphone and a small object. She is positioned in front of a large white projection screen. The room is dimly lit, with the stage area being the primary light source. The background shows some structural elements of the room, like pipes and ceiling lights. The overall tone is professional and focused.

“It was the first time in my tech career that I was in a room full of people of color that were had the same caliber of experience/knowledge/expertise. It felt so good to know I am not alone.”

- BBFP Event Attendee

#BBFP17 SAN FRANCISCO

Play the Recap Video



Partners



Planning partner and BBFP created within the EIR residency program

Google for Entrepreneurs
... Partner Network

Supporter of the Code 2040 EIR residency from which BBFP started



Host venue and partner in event execution of BBFP

Sponsors

Co-Host and Gold Sponsor

BACKSTAGE

Silver Sponsors



KAPOR CENTER
FOR SOCIAL IMPACT

stripe



FOR MORE INFORMATION

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