COMMUNITY BUSINESS ACADEMIES

BUILD AN INCLUSIVE ECONOMY



EVERY **3** DAYS

A RISING TIDE ENTREPRENEUR OPENS A NEW BUSINESS









DID YOU KNOW?

Within 2 years, graduates experience 112% increase in average business sales and 58% increase in household income.

TRANSFORMING Lives and Communities through Entrepreneurship™













RISING TIDE CAPITAL

"My ultimate goal is to leave my business to my kids and set an example for the kids in the community."

Henry Degregoda
Love in the City

THE 2018 START SOMETHING CHALLENGE:

EARTHRISE EDITION



Alexandra Sartoga | Garden Steaks

"I worked really hard to refine my pitch but ultimately I decided to speak from the heart about my journey as an entrepreneur and I was so grateful that everyone could hear my message."



Java Bradley | Java's Compost

"The Start Something Challenge was a great experience because it helped us refine our message and mission and also get validation from a larger audience base that our business is valued, and worth supporting."



Erica Cannedy
Embracing Change Counseling Services, LLC



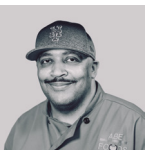
Alysis Vasquez
Midnight Market



Oniki Cole Hardtman
Oh Niki Occasions, LLC



Crystal Jones
The Cake Pound, LLC



Abe Dickerson
Abe Foods



Veronica Pagel
Brick City Strength Academy



Nia Reid-Allen
Myrtle&Flossie



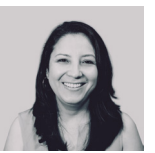
Liza Martinez
We Compost



Stephany Mejia
Butterfly Beauty



Shaikawanah Therlonge
Kawanah House



Hilda Mera
S & A Auto Repair LLC



Shakera Frazier
Dessert Pixie Jewelry



Nadine LaFond
Art Lives Studio

LOCAL IS GLOBAL.

In one week, 65,000 visitors from 112 countries learned about 50 local entrepreneurs changing their communities.

Visit **StartSomethingChallenge.org** to learn more.

EARTHRISE50:
RESTORATIVE INVESTING



"Our community of entrepreneurs are showcasing what it looks like to build a robust entrepreneurial community of change agents. Now more than ever, we need them in their numbers and their courage."

Alfa Demmellash and Alex Forrester, Co-founders, Rising Tide Capital



"Collectively, we have connected with hundreds of women by sharing our passions and teaching our respective crafts. We decided to combine our talents and resources to not only promote collaboration itself, but also to offer a platform for other women business owners."

Kimberly Sumpter, Wax Kandy
LaShonda Tyree, Nyah Beauty
Dawn Fitch, Pooka Pure & Simple









By harnessing the entrepreneurial energy that already exists in every community, we can meet the deepest needs, move the biggest needles, and create spaces for sustainable human flourishing.

Learn more at **earthrise50.org**

311MLK

Building on the Future.

FUNDING PARTNERS & COLLABORATORS

New Jersey Redevelopment Authority
Mack-Cali Construction
Prudential
The City of Jersey City
Division of Community Development
Jersey City Redevelopment Agency
JPMorgan Chase & Co.
Hollister Construction
TD+ Partners
TD Bank
Reonomy
Indiegrove
Nastasi Architects
SILVERMAN Buildings
Morrison Technologies
Cityscape Furniture
Linett & Harrison Advertising
Newman & Simpson LLP

COMMUNITY PARTNERS & ENTREPRENEURS

Garden State Episcopal CDC
Jersey City Economic
Development Corporation
Jersey City Department of
Diversity and Inclusion
Jackson Hill Main Street
Raygun Workshop
Yolk Works
Property Maintenance Guys
Jersey City Department of Health
and Human Services
Affordable Housing- City of
Jersey City
Ignite Institute
New City Kids
Alliance Construction Group, LLC
Rising Tide Alumni Network
Local Economy Working Group
Face Value Painting, LLC
Local Artists

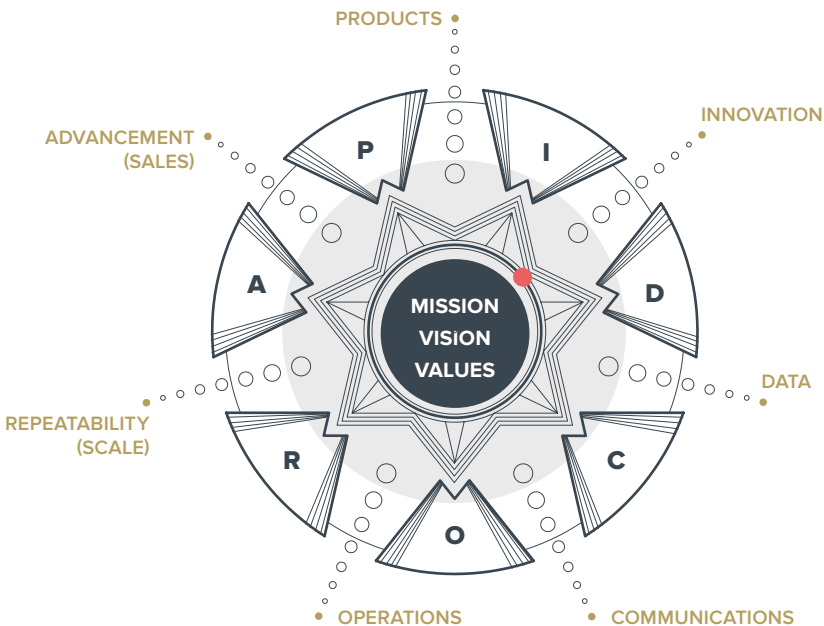
RESTORATIVE INVESTING:
CONNECT THE DOTS TO BUILD A BUSINESS

ACTION

YOU ARE HERE. Imagine You Are a Rising Tide Entrepreneur.

Invest your Rising Tide Points in 3 areas. The points represent people, time or money.

Ultimately, you need to build capacity in all 7 areas to succeed and can come to Rising Tide Capital to build a sustainable business.



DID YOU KNOW?

VENTURE CAPITAL

3% INVESTED IN WOMEN

1% INVESTED IN PEOPLE OF COLOR

YEAR **2053**

African American net wealth is expected to fall to $0. Home and Business Ownership are critically important to closing the racial and gender wealth gap.

2018 START SOMETHING CHALLENGE FINALISTS

84% WOMEN

82% PEOPLE OF COLOR

1 in 3 Identified youth and children as their priority cause.

REFLECTION

Given limited resources, **what aspect of the business did you prioritize and why?**

What did you NOT invest in?

The 50 finalists of the Start Something Challenge in 2018 prioritized **P (33%), C (23%), A (19%)** for use of $5,000.

Your restorative investments in Rising Tide Capital enables support for the urgent priorities of local entrepreneurs as well as the long term needs of their businesses.