

V Chief Consultant: Brilliance Jones, Bridging Allies Consulting  
Total Hour on the project as of 3.2.22: 15 hrs.  
Closeout: 5 hours on 5.19.22

As Formation Ventures is still a very new organization utilizing your current website for blog posts and sharing relevant content could be a great way to increase your SEO standing, drive more site visits, and begin to prepare for your campaign pushes by building your contact list. I would encourage you to consider sharing more content on [LinkedIn](#). These posts can and should connect with the content you share on Instagram/Facebook and encourage followers to visit your website and take action relevant to your overall goals- donate, share, apply to join, etc.

Some questions I try to always consider when planning content:

1. Who is in need of the information I possess or promote? How will providing access to this information support their development, and how will that impact my goals?
2. What is the current narrative regarding the folks who I am committed to serving? Where does this narrative exist online and is it possible for me to establish a conversation in that space that will support my goal of changing that narrative?

### Proposed [Schedule By Month and Pillar](#) and Engagement Goals

**June Goal:** Launch FV in social media space, and introduce the theory of change. Gain 20 IG Followers, Increase engagement by 2% across all channels, and establish #s.

- **Week 1: Introducing FV and the “Why”**
- **Week 2: Establishing Relativity**
- **Week 3: Showing Face**
- **Week 4: Set Up for Next Campaign**

**July Goal:** Build connections with relevant ppl, orgs, brands, and thought leaders. Gain 20 IG Followers, Increase engagement by 2% across all channels, establish #’s, and set a call to action

- **Week 1: The past and present history of American entrepreneurship**
- **Week 2: FV Vision and Affirmations**
- **Week 3: Set FV foundation and build cross-site engagement**
- **Week 4: Set Up for the Next Campaign**

**August Goal:** Increase exposure through op-Ed/white paper, Gain 30 IG Followers, Increase engagement by 2% across all channels, establish #’s, and set a call to action

- **Week 1: Celebrating Black Business Month**
- **Week 2: Culturally Relevant Entrepreneurship**
- **Week 3: Make entrepreneurship actionable and accessible**
- **Week 4: Set Up for the Next Campaign**

**September Goal:** Establish consistency on sites. Deepen relationships by engaging on relevant content from other orgs/folks, Gain 30 IG Followers, Increase engagement by 2% across all channels, further establish #’s, and remind folks of a call to action

- **Week 1: Celebrate HBCUs and the Innovators who are connected to them**
- **Week 2: Highlight the value of GenZ and the role of older generations**
- **Week 3: Cont. Making entrepreneurship accessible and actionable**
- **Week 4: Set Up for the Next Campaign**

**October Goal:** Establish consistency on sites. Deepen relationships by engaging on relevant content from other orgs/folks, Gain 30 IG Followers, Increase engagement by 2% across all channels, further establish #'s, and remind folks of a call to action

- **Week 1: Storytelling**
- **Week 2: Cont. Making entrepreneurship accessible and actionable**
- **Week 3: Introduce the framework for the cycle and gear up for the holiday-giving push**
- **Week 4: Set Up for the Next Campaign**

### **Campaign Goals:**

1. Engage the target audience of young Black folk who are interested in entrepreneurship.
2. Establish a connection between Black wealth-building and commerce engagement rooted in innovative solutions created by young Black geniuses.
3. Invite young Black geniuses to join an incubator built on the foundation of culturally affirming engagement and a clear, concise understanding of what drives the development of successful, sustainable businesses.
4. Develop the reputation and brand experience of Formation Ventures to be pro young black entrepreneurs accessing a previously inaccessible or heavily convoluted field of opportunity

### **Topics of interest:**

1. Entrepreneurship is important to wealth building.
  - a. Out of the 25 wealthiest people in America, 15 of them built their wealth as entrepreneurs
2. Knowledge drives access and access is power.
  - a. Did you know that you have options after high school and they can look different than what you may have been told/taught?
    - i. What do you want to do? What are your obstacles? What are your resources?

### **Content Copy**

**Series/Focus: You know more Black Entrepreneurs than you think!**

**IG Story: (Poll)**

How many entrepreneurs live in your neighborhood?

- a. I count 5 daily- including me!

- b. There may be a few around the way.
- c. Do “side hustles” count?
- d. I have no clue!

**IG Grid:** Picture of results from poll + What does entrepreneurship look like in your neighborhood?

**Caption:** How many Black business owners or entrepreneurs do you see in your community? 🙄 We asked our #YBG fam and the results all lead to the same outcome: NOT ENOUGH! But we’re here to help YOU be the one to change that! Formation Ventures was founded to accelerate emerging Black entrepreneurs as they explore, connect, launch and grow their visions into wealth-building ventures. Click the link in our bio to learn more about our work and upcoming opportunities for you to join our tribe!

**IG Story:** (Question + Answer)

What’s the difference between a side hustle and entrepreneurship?

**IG Grid:** (Tweet from Formation Ventures) “When people want you to think side hustles can’t become successful business ventures 🚩🚩🚩”

**Caption:** Genius is something you are born with. Wealth is passed from one generation to the next. Side hustlers have figured out innovative ways to solve the world's problems through commerce, but often lack access to the resources that can take their business to the next level. The reality is most times that lack of access is rooted in racism, classism, sexism or some other ism that has nothing to do with talent or tenacity. Here’s where we come in. We created Formation Ventures to level the playing field. We’re here to connect Young Black Geniuses to the resources they need to create sustainable, wealth-building businesses. Tag some #YoungBlackGeniuses you know and tell us how they’re making waves in your community!

**IG Story:** (Repost of relevant posts from “favorite #YBG”- choose based on what’s relevant that week)

**IG Grid:** (Slide 1) Headline “3 Rising Young Black Geniuses”, Subtext “Black entrepreneurs shaping the future” IG post background #22

(Slide 2) [Maya Penn- Maya’s Ideas](#), 21-year-old award-winning [creator of sustainable](#) “slow fashion” brand, TED speaker, social entrepreneur

(Slide 3) [Mikaila Ulmer - Me and the Bees Lemonade](#), social entrepreneur, Teen CEO of lemonade company

(Slide 4) [Danny Manu](#), [Engineer, Product Developer](#), Music Producer

**Caption:** “The world does not move without Black creativity”- Melissa Kimbel. These young Black geniuses are more than business owners, they are culture movers, global change agents, and innovators of the future! Are you ready to join the future Black Billionaire Club? Click the link in our bio to sign up for our newsletter and get updates on the 2022-2023 accelerator program.

### Series: Defining Entrepreneurship

**IG Grid:** Pictures of entrepreneurs (look for stock photos?) + FV keywords and phrases in a dictionary format with phonetic spelling

Ex: “Entrepreneur: a person who organizes and operates a business or businesses, taking on greater than normal financial risks in order to do so.”

**Caption:** You are brilliant. You are capable. You are what the world needs.

**IG Grid:** (Slide 1) “3 Major Keys to Entrepreneurship” (background #13 w/Alex in a sweatshirt) [format will be in FV language]

(Slide 2) 1. “Solve A Problem”

(Slide 3) Explanation in FV language

(Slide 4) “Set your Price”

(Slide 5) Explanation in FV language

(Slide 6) “Find people who need your solution”

(Slide 7) Explanation in FV language

**Caption:** 🗣️ Calling all business owners!! Who is your business for? What problem are you solving? What’s your price? Drop your answers in the comment section below and let folks know what you’re bringing to the world! If you're still in the building phase and haven't gotten this far yet, check out \_\_\_\_ in \_\_\_\_ about \_\_\_\_\_. (This would be a good post to redirect to a blog or feature if you plan to have one)

**IG Grid:** Problem Solver Profiles (headshot of the person on background 14 + business name + titles/roles)

1. (Slide 1) Tope Awotona, CEO + Founder, Calendly

(Slide 2) **Problem:** getting meetings scheduled without back and forth emails. **Solution:** an easily accessible scheduling tool that shows accurate availability

(Slide 3 Optional) Current Business Value: \$3 Billion

2. Slide 1) Morgan DeBaun, Founder & CEO of Blavity

(Slide 2) **Problem:** access to culturally relevant content from Black voices was limited and monolithic. **Solution:** a venture-funded technology and news media company that prioritizes Black millennials and gen-Z voices, interests, and needs.

(Slide 3 Optional) Current Business Value: \$10 Million

3. Slide 1) Songe LaRon & Dave Salvant, Founders of Squire

(Slide 2) **Problem:** digital scheduling for barbershops was limited and didn’t address all the industry needs. **Solution:** a tailored app for the barber industry that streamlines services for clients and backends for business owners.

(Slide 3 Optional) Current Business Value: \$750 Million

**Caption:** Did you know that of the 25 wealthiest people in America, 15 of them built their wealth as entrepreneurs? The formula to successful business ownership is simple: identify the problem you want to solve, create the solution, set your price, and add tax!

**IG Grid:**

a. “This is That” List

i. Planning community events = Social Entrepreneurship

- ii. Starting a Food Truck or Selling Pre-Cooked Meals = Small Business
- iii. Creating an App or High Growth Start-Up = Techpreneur
- iv. Organizing Social Justice Movements = Social Venture Entrepreneur
- v. Crafting and Curating Art, Composing Music and Dances to share on Social Media = Content Creator/Social Media Influencer