

PROJECT

AMPLIFY

CHICAGO IMPACT 2021

IMPACT SUMMARY: CHICAGO URBAN LEAGUE

OUR PARTNERSHIP

Developed

Project Amplify business coaching and sponsorship program to identify, select, coach, and sponsor minority-owned businesses

Served As Mentors

to founders participating in Project Amplify, including mentoring on customer marketing, service design and value propositions, and operational budget development

Selected And Awarded Grants

of \$10,000 each to three founders, totaling \$30,000, with an additional \$3,000 to CUL to support programming

SUPPORT PROVIDED

- ✓ Microgrants
- ✓ Coaching / Mentorship
- ✓ Leadership Development
- ✓ Customer Marketing
- ✓ Customer Experience
- ✓ Budgeting & Cost Control



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BY THE NUMBERS

\$33k

in funding, with \$30,000 awarded directly to founders and \$3,000 awarded to the Chicago Urban League to support programming

3

founders received Project Amplify grants and coaching from Jabian Advisor mentors

5

Jabian Chicago office volunteers

50+




hours committed by Jabian Chicago volunteers



Chicago
Urban League

OUR IMPACT ON CUL ENTREPRENEURS



Entrepreneur	Company Overview	Grant Award	Growth since award
 <p>Milton Wordlow Agriculture, Inc.</p>	High end men's fashion retailer, including style consulting and tailoring services.	\$10,000 grant to be used for website redesign, POS subscription, and customer communication platform(s).	<ul style="list-style-type: none">Redesigned website to include product categorization and revised imageryIncreased sales growth, including an increase in new Agriculture customers
 <p>Lauren Grinage Bucketz Game Zone</p>	Children's party venue with gaming systems, nerf zone, and custom decorations.	\$10,000 grant to be used for product enhancements, professional development, and technology investments.	<ul style="list-style-type: none">Purchased a 360-degree photo booth and booked this feature for multiple partiesHosted the highest utilization party weekend in company history (6 parties in 1 weekend)
 <p>Jurema Gorham Burst Into Books</p>	Founded as a community-based book club to address the lack of programming for literacy in the area.	\$10,000 grant to be used for POS and payroll software, hiring staff, and continued funding of key programming.	<ul style="list-style-type: none">Launched commercial space that includes bookstore and programming spaceSchedule to hire personnel to support bookstoreRequested and attending demos for payroll and POS software to mature business capability

OUR IMPACT ON CUL ENTREPRENEURS



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Milton Wordlow
Agriculture, Inc.



Company Overview

High end men's fashion retailer, including style consulting and tailoring services.

Grant Award

\$10,000 grant to be used for website redesign, POS subscription, and customer communication platform(s).

Growth Since Award

- Redesigned website to include product categorization and revised imagery
- Increased sales growth, including an increase in new Agriculture customers

OUR IMPACT ON CUL ENTREPRENEURS



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Lauren Grinage
Bucketz Game Zone



Company Overview

Children's party venue with gaming systems, nerf zone, and custom decorations.

Grant Award

\$10,000 grant to be used for product enhancements, professional development, and technology investments.

Growth Since Award

- Purchased a 360-degree photo booth and booked this feature for multiple parties
- Hosted the highest utilization party weekend in company history (6 parties in 1 weekend)

OUR IMPACT ON CUL ENTREPRENEURS



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Jurema Gorham
Burst Into Books



Company Overview

Founded as a community-based book club to address the lack of programming for literacy in the area.

Grant Award

\$10,000 grant to be used for POS and payroll software, hiring staff, and continued funding of key programming.

Growth Since Award

- Launched commercial space that includes bookstore and programming space
- Schedule to hire personnel to support bookstore
- Requested and attending demos for payroll and POS software to mature business capability