

MINORITY ENTREPRENEURSHIP EDUCATION

HBCU/MI ENTREPRENEURSHIP AND INNOVATION

Part 1: Business Plan Competition for HBCU/MI

Part 2: Deans Seminar on Entrepreneurship and Innovation

*Part 3: Presidential Policy Forum on
Minority Entrepreneurship and Innovation*

Part 4: Minority Entrepreneurs Networking

Part 5: Diversity Recruitment Event

BRIDGING THE ENTREPRENEURIAL GAP

PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES



HOST: SOUTHERN UNIVERSITY SYSTEM

APRIL 18-21, 2024

ATLANTA, GA

**SPONSORED BY
LEADERSHIP NEEDED FOUNDATION**

HBCU/MI ENTREPRENEURSHIP AND INNOVATION

Mission:

To help Historically Black Colleges and Universities (HBCUs) and other Minority Institutions to develop a comprehensive entrepreneurship curriculum that would be particularly relevant in preparing young African American and other minority young men and women to become successful entrepreneurs. The program also aims to stimulate student's interest in entrepreneurship and give them the experience of conceiving business ventures and preparing and presenting business plans.

Activities:

HBCU/MI Entrepreneurship and Innovation Program has five components:

First: HBCU/MI Entrepreneurship and Innovation Business Plan Competition

Each year, the participating schools conduct internal competitions on Business Plan Development and Presentation. The winner of each school's internal competition comes to Atlanta for the national competition. The winner of the national competition compete in the international competitions. The program provides entrepreneurial opportunities and experiences to students and helps them to look at the big picture and apply all their conceptual & theoretical knowledge in a fast-paced business environment.

Second: Deans Seminar on Entrepreneurship and Innovation

As an integral part of the program, *HBCU/MI Entrepreneurship and Innovation* will conduct Dean/Faculty Development Programs for HBCU/MI deans and select faculty members. Each year business school deans and select faculty members are invited to Atlanta for an intensive seminar conducted by the leading entrepreneurship scholars and practitioners from around the country. The objective is to infuse entrepreneurship into the curriculums of HBCU/MIs.

Third: Presidential Policy Forum on Minority Entrepreneurship and Innovation

The Forum aims to get academic, business, foundation, entrepreneurial, government, and other leaders involved in the minority entrepreneurship education issues and encourage them to take an active role in preparing African American and other minority young men and women to become entrepreneurs.

Fourth: Minority Entrepreneurs Networking

A special group of minority entrepreneurs will be invited to join this historic program. This will be an excellent opportunity for them to network with top level leaders from corporations, government, military, academic, and other areas to promote their business. There will be special training sessions for them as well to enhance their knowledge on how to become successful entrepreneurs. All student participants will be able to interact with this group and gain real life feedback on entrepreneurship.

Fifth: Diversity Recruitment Fair

Based on the level of sponsorship, Senior HR and other Executives from major corporations will be invited to meet with over 200 top students from many HBCU/MI/MIs. Executives will receive all participating student resumes in advance, and they will be able to meet the selected students for breakfast on Friday morning of the program week. Executives will then be able to watch the students in action as they present their business plans and respond to questions from the judges. Executives will also be able to have follow-up interviews with the selected students and make final offers.

Students who have participated in the Entrepreneurship and Innovation program have said that it was the best experience they had in their entire academic life.

HBCU/MI Entrepreneurship and Innovation Initiative is a registered dba American non-profit 501 C (3) entity (classified by IRS) with a unique mission to serve the underserved.

Program Location/Dates: Atlanta, GA / April 18-21, 2024

Contact: Dr. Mohammad Bhuiyan at 404-441-7881 or leadershipneeded@gmail.com

LEADERSHIP

Southern University is the host of this historic program and both Dean Dr. Donald Andrews and Chancellor of Southern University Law Center Dr. Pierre serve on the advisory board. Other advisory board members include:

Lt. Gen. Stayce Harris (Retire US Air Force and current board member of Boeing)

Sharon Orlopp, Former Senior Vice President of Walmart

Rhom Erskine, Vice President, DEI of Lockheed Martin,

Larry Patrick, Senior Partner of PriceWaterhouseCooper

Dr. Daryush Ila, Former Vice President, Fayetteville State University

Dr. Raktim Sen, Former GE Executive

Dr. Enam Chaowdhury, Senior Scientist, Ohio State University

Dr. Edward Davis, Former Dean of Business School, Clark Atlanta University

Many more.....

Our CEO

Dr. Mohammad Ali Bhuiyan is an economist, academic administrator, professor, and a recognized international expert in economic and entrepreneurial leadership. He received MBA from Indian Institute of Management – Bangalore (IIM-B) in 1983. He received his second MBA from Georgia State University in 1986 and a Ph.D. degree in economics/trade, from University of Florida in 1993. He also received advanced leadership training from Harvard University Kennedy School of Government, Harvard Business School, Stanford University, and MIT.



For his outstanding achievements, Dr. Bhuiyan has been included in Who's Who in America (Millennium edition) and Who's Who in the World. He was named as one of "The 100 Most Influential Atlantans of 2014" by the Atlanta Business Chronicle and as one of the "Notable Georgians 2015" by Georgia Trend Magazine. Dr. Bhuiyan worked with Chancellor of the University System of Georgia and Board of Regents as an ACE Fellow in 2011 for a year. He also received training from ACE (American Council on Education) on "Preparing for the University Presidency". Dr. Bhuiyan has over thirty years of executive level experience covering all aspects of administration. He served in administrative leadership positions in academia, business, and non-profit including Chief Executive Officer, Executive Vice President, Vice President, Dean, Chair, Director, and Endowed Chair Professor positions at the Leadership Needed Foundations and at several reputed universities in the USA.

He also served on numerous national and international committees and nonprofit boards as members and chairs. He has provided leadership to an annual National Policy Forum on Innovation, Entrepreneurship, and Higher Education Conference that involves university system heads, chancellors, presidents, Fortune 500 CEOs, successful entrepreneurs, high ranking military officers, and other national and international leaders for thirteen years. As a true international person, Mohammad has lived, worked, and traveled to over sixty countries on six continents. Dr. Bhuiyan has long-running experience in giving media interviews on economic and higher education issues. He has been featured on CNN, ABC, CBS, FOX, and NBC and in magazines, as well as national and local newspapers around the globe. He was a member of the Rotary Club of Atlanta.

HBCU/MI Entrepreneurship and Innovation (Minority Entrepreneurship Education)

Date: _____

Dear Prospective Partner/Sponsor:

We are pleased to let you know that we are currently preparing for the Annual HBCU/MI Entrepreneurship and Innovation Program to be held at the Westin Peachtree Plaza Hotel in Downtown Atlanta, GA during April 18-21, 2024.

Based on the past work of our leadership team with HBCU/MIs, we are expecting participation of students, faculty, deans, and Presidents/Chancellors from many HBCU/MIs. Please feel free to invite any HBCU/MI that you want us to include in the program.

As a side event, we are also going to organize a “Diversity Recruitment Fair” with about 200 top quality students from HBCU/MIs. These students will be carefully selected based on their high GPA, presentation skills, communication skills, analytical skills, and leadership skills. Recruitment preferences will be given to companies based on their levels of sponsorships.

Our leadership team has worked with many CEOs and Senior VPs of major corporations, leading entrepreneurship scholars from leading universities, top ranking active duty and retired military officers, federal government agency representatives, and many successful entrepreneurs. You can look at some of those pictures and videos on our website(currently being updated).

We would like to invite you and your company to become a Partner/Sponsor of this historic initiative. Details of this historic program and the significant levels of benefits that your company will receive from such participation are outlined in this proposal and additional information on our website at **www.hbcumiei.org**

Your company can take advantage of this unique opportunity in several ways:

1. Your CEO can be the Keynote Speaker
2. Your HR department can recruit from the “Diversity Recruitment Event.” Five to seven top students (with GPA of 3.5 and higher) are selected from each HBCU/MI through a competitive selection process and a total of about 200 top minority students are available.
3. Your diversity executives can participate and explore opportunities.
4. Your marketing executives can participate and use the opportunity to access national markets through HBCU/MIs.
5. Your foundation can contribute for a worthwhile cause.
6. Your senior executives can serve as a judge for the business plan competition.

Please visit our website at www.hbcumiei.org for additional information about the program or feel free to contact me directly at 404-441-7881 or bhuiyan@hbcumiei.org.

Sincerely,
Mohammad Bhuiyan, Ph.D.
CEO, HBCU/MI Entrepreneurship Innovation

PARTNERSHIP AND SPONSORSHIP LEVELS

Note: Your Total Contribution is tax deductible.

If you are interested in making a special gift amount, please contact Dr. Bhuiyan directly at 404-441-7881 or leadershipneed@gmail.com

SPONSORSHIP LEVELS

NAMED SPONSOR: \$500,000

LEAD PARTNER \$100,000

PARTNER \$50,000

TITLE SPONSOR \$25,000

MAJOR SPONSOR \$20,000

PLATINUM SPON. \$15,000

GOLD SPONSOR \$10,000

Please contact Dr. Mohammad Bhuiyan at 404-441-7881 or at hbcumiei@gmail.com to discuss the benefits of Named Sponsorship and Partnership.

Benefits to Sponsors

Your Total Contribution is tax deductible.

FOR \$25,000.00 TITLE LEVEL

Your Company will receive five complementary full **registration**.

A big sign with your company logo will be displayed prominently all the time.

Your company senior executive could be a speaker at the dinner.

Your company will be able to nominate a Judge for the Business Plan Competition

Your Company logo will get a space in the top section of the **materials**.

Your Company will receive two “Reserved Tables” with two universities at the award ceremony dinner on April 20, 2024.

Your company will receive the first preference to recruit (1st preference) from about **200** top students from over **40** HBCU/MIs here in **Atlanta**.

Your Company will be seen as the Champion that provides support for the HBCU/MIs and Entrepreneurship

Your Company will be identified in all promotional materials, advertisement, and on the web **site**.

Your Company will be officially recognized at the award ceremony.

Your Company will be able to instantly reach over **50** HBCU/MIs and cities to market its products and services.

Your Company will enjoy significant level of Positive Public Relations

Your Company representatives will be able to Network with Prominent Business and Community Leaders for future **clients**.

Your Company representatives will be able to Network with Prominent Educators and Leading Entrepreneurship Scholars.

Your Company will be able to receive Credit for “Giving Back.”

Good Corporate Citizenship

Benefits to Sponsors

Your Total Contribution is tax deductible.

FOR \$20,000.00 MAJOR LEVEL

Your Company will receive four complementary full registrations.

Your company will be able to nominate a Judge for the Competition.

Your Company logo will get a space in the upper section of the materials.

Your Company will receive two “Reserved Tables” with two universities at the award ceremony dinner on April 20, 2024.

Your company will receive better preference to recruit from about 200 top students from over 40 HBCU/MIs here in Atlanta.

Your Company will be seen as the Champion that provides support for the HBCUs and Entrepreneurship

Your Company will be identified in all promotional materials, advertisement, and on the web site.

Your Company will be officially recognized at the award ceremony.

Your Company will be able to instantly reach over 50 HBCU/MIs and cities to market its products and services.

Your Company will enjoy significant level of Positive Public Relations

Your Company representatives will be able to Network with Prominent Business and Community Leaders for future clients.

Your Company representatives will be able to Network with Prominent Educators and Leading Entrepreneurship Scholars

Your Company will be able to receive Credit for “Giving Back.”

Good Corporate Citizenship

Benefits to Sponsors

Your Total Contribution is tax deductible.

FOR \$15,000.00 PLATINUM LEVEL

Your Company will receive three complementary full registrations.

Your company will be able to nominate a Judge for the Competition

Your Company logo will get a space in the mid-section of the materials.

Your Company will receive one “Reserved Table” with one of the universities at the award ceremony dinner on April 20, 2024.

Your company will receive preference to recruit from about 200 top students from over 40 HBCU/MIs here in Atlanta.

Your Company will be seen as the Champion that provides support for the HBCU/MIs and Entrepreneurship

Your Company will be identified in all promotional materials, advertisement, and on the web site.

Your Company will be officially recognized at the award ceremony.

Your Company will be able to instantly reach over 50 HBCU/MIs and cities to market its products and services.

Your Company will enjoy significant level of Positive Public Relations

Your Company representatives will be able to Network with Prominent Business and Community Leaders for future clients.

Your Company representatives will be able to Network with Prominent Educators and Leading Entrepreneurship Scholars

Your Company will be able to receive Credit for “Giving Back.”

Good Corporate Citizenship

Benefits to Sponsors

Your Total Contribution is tax deductible.

FOR \$10,000.00 GOLD LEVEL

Your Company will receive two complementary full **registrations**.

Your company will be able to nominate a Judge for the Competition.

Your Company logo will get a space in the lower middle section of the **materials**.

Your Company will receive one “Reserved Tables” with one of the universities at the award ceremony dinner on April 20, 2024.

Your company will be able to **recruit from** about **200** top students from over **40** HBCU/MIs here in **Atlanta**.

Your Company will be seen as the Champion that provides support for the HBCU/MIs and Entrepreneurship

Your Company will be identified in all promotional materials, advertisement, and on the web **site**.

Your Company will be officially recognized at the award ceremony.

Your Company will be able to instantly reach over 50 HBCU/MIs and cities to market its products and services.

Your Company will enjoy significant level of Positive Public Relations

Your Company representatives will be able to Network with Prominent Business and Community Leaders for future **clients**.

Your Company representatives will be able to Network with Prominent Educators and Leading Entrepreneurship Scholars

Your Company will be able to receive Credit for “Giving Back.”

Good Corporate Citizenship