JAYLON SMITH
MINORITY
ENTREPRENEURSHIP
INSTITUTE

INDIANA SHOWCASE

JULY 2019
YOUTH HANDBOOK

WELCOME, HONORED GUEST

to the Indiana Showcase of the Jaylon Smith Minority Entrepreneurship Institute

Have you ever dreamed about starting a business to sell a product or service? Or perhaps presenting your business idea on the TV show Shark Tank? Tonight, you can **imagine** which businesses you would invest in if you had $100,000 dollars to invest.

You are about to listen to the investment pitches of five of Indiana's best minority enterprises. This is a rare opportunity to learn about how businesses work and grow with the help of investors!

But how will you decide? You need to choose an investment strategy based on what is important to you. Also, you need to learn about each of the business. This handbook will guide you as you make your decision.

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

YOUR INVESTING VALUES

What do you want to accomplish through your investments? (make money, do good for others in society, help a specific place grow economically, help a businessperson grow, etc.) A combination of goals?

How much risk are you willing to tolerate? If you lost the entire $100,000 you invested, would you be ok with that?

How much financial return do you want? Your $100,000 back plus a little extra or $200,000+?

How soon do you want to start seeing these returns? (1 year, 3 years, 5 years, 10+ years?)

Are there any issues or causes you care deeply about that you might want to support with your investment?

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

Now that you've decided your investment values, you're ready to begin learning about your investment opportunities – the MEI Showcase Entrepreneurs!

Learn some common business and investing terms on the next page.

After that, space is provided to you take notes while the Indiana Showcase Entrepreneurs pitch their ventures and investment opportunities.

Finally, you can decide which ventures you would choose to invest in based on your investment values, notes, and careful deliberation.

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

Here are some business and investing terms which you may hear tonight which you need to understand to make the best investment decision possible.

Entrepreneur – someone who starts or leads a new business

Investor – an individual who gives money to a business to help it grow

Investment – the money that is given to a business to help it grow. Typically, the business is expected to pay back the money it receives plus extra money called "return on investment".

> **Debt** – a type of investment where the investor loans money to an entrepreneur. Typically, the entrepreneur will pay back all the original investment (the "principal") plus an extra fee that the investor charges ("interest"). A chart called an "amortization table" describes how soon and how frequently an entrepreneur starts paying back its debt to the investor.
>
> **Equity** – a type of investment where the investor pays the entrepreneur for the right to legally own a part of the entrepreneur's company. If you buy stock of a public company like Amazon or Apple, you will have become an equity investor! The investor makes money if the total value of the company increases and they sell their ownership at a higher price than they bought it at.
>
> **SAFE/Convertible note** – a hybrid of debt and equity investing, a convertible note allows an investor to make a debt investment that will turn into equity at a later time. Normal equity investments require a lot of work by attorneys, so convertible notes save the investor and entrepreneur this expense.

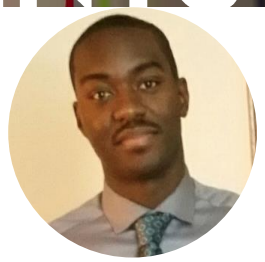
Revenue – any money a company makes from selling its product or service

Cost – any money a company spends to create its product or service

Profit – any revenue left over once the costs are subtracted

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

DB MAGNIFICENT EVENTS



Brenton Lockett
& Damien Brooks
Co-Founders | Ft. Wayne

VITAL STATS

Category:

Founded:

Product:

Social impact:

RESULTS

What results has the business achieved?

1.

2.

3.

4.

ECONOMICS

How does this business make money?

What are this business' costs?

Does this business make more money than it costs to operate?

GROWTH PLAN

How will the business grow?

How will the business use the investment to grow?

INVESTMENT

How much money is the business asking for to help it grow?

CONFIDENTIAL INFORMATION: DO NOT COPY, SHARE, OR REPRODUCE

JAYLON SMITH
MINORITY ENTREPRENEURSHIP INSTITUTE

MAGNIFICENT EVENTS

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

Shop safer with DeliverEnd

DELIVEREND

Nick Turner
CEO & Founder
Indianapolis

VITAL STATS

Category:

Founded:

Product:

Social impact:

RESULTS

What results has the business achieved?

1.

2.

3.

4.

ECONOMICS

How does this business make money?

What are this business' costs?

Does this business make more money than it costs to operate?

GROWTH PLAN

How will the business grow?

How will the business use the investment to grow?

INVESTMENT

How much money is the business asking for to help it grow?

How will the business pay back the money it receives?

CONFIDENTIAL INFORMATION: DO NOT COPY, SHARE, OR REPRODUCE

MEI | JAYLON SMITH MINORITY ENTREPRENEURSHIP INSTITUTE

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

The only way to invest and own small-dollar properties

HURRY HOME

Jada Mclean
CEO & Co-Founder
South Bend

VITAL STATS

Category:

Founded:

Product:

Social impact:

RESULTS

What results has the business achieved?

1.

2.

3.

4.

ECONOMICS

How does this business make money?

What are this business' costs?

Does this business make more money than it costs to operate?

GROWTH PLAN

How will the business grow?

How will the business use the investment to grow?

INVESTMENT

How much money is the business asking for to help it grow?

How will the business pay back the money it receives?

CONFIDENTIAL INFORMATION: DO NOT COPY, SHARE, OR REPRODUCE

MEI | JAYLON SMITH MINORITY ENTREPRENEURSHIP INSTITUTE

Hurry Home

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

A home away from home, for families in need

PAUL'S PLACE

Amy Torrez-Alfaro
President & Founder
Fort Wayne

VITAL STATS

Category:

Founded:

Product:

Social impact:

RESULTS

What results has the business achieved?

1.

2.

3.

4.

ECONOMICS

How does this business make money?

What are this business' costs?

Does this business make more money than it costs to operate?

GROWTH PLAN

How will the business grow?

How will the business use the investment to grow?

INVESTMENT

How much money is the business asking for to help it grow?

How will the business pay back the money it receives?

CONFIDENTIAL INFORMATION: DO NOT COPY, SHARE, OR REPRODUCE

MEI | JAYLON SMITH MINORITY ENTREPRENEURSHIP INSTITUTE

Paul'sPlace
Support for Families

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

Empower human development beyond sports through the holistic training of athletes

TRACTION AP

Dre Muhammad
CEO
Fort Wayne

VITAL STATS

Category:

Founded:

Product:

Social impact:

RESULTS

What results has the business achieved?

1.

2.

3.

4.

ECONOMICS

How does this business make money?

What are this business' costs?

Does this business make more money than it costs to operate?

GROWTH PLAN

How will the business grow?

How will the business use the investment to grow?

INVESTMENT

How much money is the business asking for to help it grow?

How will the business pay back the money it receives?

CONFIDENTIAL INFORMATION: DO NOT COPY, SHARE, OR REPRODUCE

MEI | JAYLON SMITH MINORITY ENTREPRENEURSHIP INSTITUTE

TRACTION ATHLETIC PERFORMANCE

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

Your Name: _____

Hurry Home

- How much would you invest?
- Why did you decide this?

Traction Athletic Performance

- How much would you invest?
- Why did you decide this?

Paul's Place

- How much would you invest?
- Why did you decide this?

DB Magnificent Events

- How much would you invest?
- Why did you decide this?

DeliverEnd

- How much would you invest?
- Why did you decide this?

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.

WHAT BUSINESS DO YOU WANT TO START?

Business name:

Your name:

VITAL STATS

Category:

Founded:

Product:

Social impact:

RESULTS

What results will the business achieve?

1.

2.

3.

4.

ECONOMICS

How will this business make money?

What will this business' costs be?

Will this business make more money than it costs to operate?

GROWTH PLAN

How will the business grow?

How will the business use the investment to grow?

INVESTMENT

How much money is your business asking for to help it grow?

How will the business pay back the money it receives?

Disclaimer: this document is for informational purposes only. You should not construe any such information or other material as legal, tax, investment, financial, or other advice. Nothing contained in these materials constitutes a solicitation, recommendation, endorsement, or offer.