

Our Story

We create unique opportunities that resolve challenges for underserved women entrepreneurs. With access to support and resources, aspiring black and brown women business owners venture into markets with esteem, functional knowledge and access to connections that competitively position their endeavors.

HerGrind Ventures churns to alleviate the stress of the unknown, fill in gaps of knowledge, support the acquisition of needed skills and reduce time spent on futile approaches. By improving access to capital and employing multiple networks of solutions, we hope to accelerate and enhance the entrepreneur experience for women of color.



We are creating an ecosystem that fosters education, support, and access to capital for minority women entrepreneurs.



Services

Business Consulting

We meet you where you are. We help you determine whether it's time to pivot or persevere. We then show you how to make it all possible, one step at a time.

Resources and Education

Whether it's our collection of e-guides, access to workshops, or help with navigating through challenging paperwork, we're here to ensure you have all the tools you need to succeed.

Accountability and Support

Being given resources is one thing, but being held accountable and being given the support you need to succeed is equally important. We ensure that you are never alone on this entrepreneurship journey.

No Money = Lots of Problems

According to the SBA Office of Advocacy, there is empirical evidence that shows that minorities have been disproportionately denied access to capital when they apply for it, adding that Hispanics and African-Americans are the minorities most affected. Experts note that many minorities, don't have established relationships with banks and don't have the financial education on how to access and build credit and a credit score—crucial factors for banks when determining to lend money.

It is also noted that operating history—the length of time a business has been running—is often a reason small businesses are denied loans.

Women and minority-owned firms tend to be smaller and less profitable and they carry lower survival rates than their male or nonminority counterparts.

**Olivia Green,
Founder**



"We are committed to ensuring that our founders build businesses that defy all the odds."

**-Olivia Green,
Founder**



Diversity is a Problem

A ratemyinvestor.com diversity report examined publicly available VC-backed deals over the last five years and polled over 10,000 founders:

- 77.1% of founders were white—regardless of gender and education.
- 1% of venture-backed founders were black.
- Women-funded startups received only 9% of investments
- Latinx founders made up 1.8% of those receiving funding
- Middle Easterners totaled 2.8%

A report by Digital Undivided surveyed 378 companies led by black women across the country (88 startups). The data showed that in 2015, only 56% of the black women startup founders in the study raised outside funding. And they raised an average of only \$36,000.

This pales in comparison to the industry-wide average: The typical failed startup, most often led by white men, usually raises \$1.3 million in backing.

Our People

HerGrind Ventures has a strong team with specific expertise in a plethora of areas. We are only as good as our people, so we only take on projects we are 100% able to help succeed, meaning you get our undivided attention.

For each project or engagement, we pull from our unique backgrounds ranging from human resources, project development, management, strategic marketing, training, and accounting to ensure that we are giving our clients the right services based on their needs. Our people are familiar with major and local corporations as well as key community leaders and are well-versed in the nuances of local business culture.

**"HerGrind Ventures is going to close the funding gap for this segment of entrepreneurs and we will flourish where other VC's will not go.
-Kenyetta S. Rose, Managing Partner**



How We Fit In

HerGrind Founder, Olivia Green, has had many of her own struggles starting businesses. She struggled getting access to capital and resources other non minorities received. Olivia realized this was a big issue in the minority community and needed to be addressed. She decided to dedicate herself to finding a solution for herself and other minority female entrepreneurs, creating HerGrind Ventures.

Olivia partnered with her friend, now co-founder, Brittany Williams-Leverett to expand upon this idea. Brittany has raised money for organizations in the past and was excited about helping this cause when Olivia told her.

Kenyetta met Brittany and Olivia at a conference where she first broke into the VC world.

Each member of the HerGrind Ventures team has been a part of, helped run and start successful businesses. We know what it takes, but we also understand the challenges women and minority-owned businesses face. Our team is comprised of minority women who are dedicated to ensuring the success of our clients.

Our Clients

Our clients range from beauty services, vegan social technology applications, consulting services, retail stores, health focused companies, and more.

Our goal is to help as many women founders as possible while creating lasting relationships to ensure success today and tomorrow. Our goal is help our clients with whatever they need, whether that is raising funds, changing their business models, or getting new clients.

"I believe we are the future and we must be guided, mentored, and pushed to be our best and give back to our communities."

**-Brittany Williams,
Co-Founder**



Our Future

According to a Morgan-Stanley funded survey of 101 investors, nearly 60 percent believe that women and minority owned businesses receive "about the right amount of capital" while 20 percent believe they receive "more capital than they deserve."

Our goal, frankly, is to wake these investors up.

By creating our ecosystem, we plan to:

- Produce weekly **podcasts** highlighting journeys of female entrepreneurs of color
- Create **chapters** with dues in San Diego, Charlotte, and NYC to hold workshops, connect founders and more
- Annual, affordable **conferences** focused on networking and development
- 12 week **accelerator program**
- **Become the investors** these founders need in their corner

**Take the next
step and let us
help you grow
your business!**

Contact Us

(704) 237-0471

info@hergrindventures.com
www.hergrindventures.com

