YES Blueprint MKE
2022

www.followtheyes.com
Letter from COO

Young Enterprising Society (YES) has successfully run seven cohorts of Cultivator trainings, focused on underrepresented founders including women and founders of color. The Cultivator model is an extension of the traditional Accelerator model. The ancillary benefits, including office space and resources after completion of the program, give YES the best chance to evaluate and engage with abilities, character, work ethic and growth of our startup entrepreneurs.

The Cultivator takes tech businesses through two 12-week programs: Idea Validation and Market Validation. Startups that complete both programs have a strong idea and an identifiable target market; some also have initial customers and revenue. Typically, startups maintain a working relationship with YES for over a year, and often much longer, after completing the program.
The Blueprint MKE

**Objective:** To efficiently and systematically create startups that produce the greatest return on investment for the Milwaukee startup ecosystem.

Milwaukee is an underdeveloped startup ecosystem; the initial investment required for startups is typically 30% to 50% less than in comparable cities. Consequently, there is investment in more starts and potentially to achieve greater returns. The Blueprint maximizes those potential returns by supporting founders that represent the often overlooked $4.4 trillion opportunity to invest with Black and Women entrepreneurs..
The Blueprint came into my life during a pivotal time. I had just went full time for myself and had no clue where to go next. They taught me what it means to be a business owner and what owning a business really means. This program gave me all the tools college didn’t and I’ll forever be grateful for that.”

Nyesha Stone of Carvd N Stone
<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>9/9/2018</td>
<td>The Blueprint Bootcamp begins with 40 startup founders</td>
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<tr>
<td>11/11/2018</td>
<td>Demo Day 1: 9 companies complete the first Idea Validation cohort and pitch to a crowd of over 150</td>
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<tr>
<td>04/10/2019</td>
<td>Cohort 2 &amp; 3 Start: 12 companies start in Idea Validation and 7 companies start in Market Validation</td>
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<tr>
<td>6/30/2019</td>
<td>Alchemy Investors Pitch: 2 Blueprint Graduates from Cohort 4 offered Angel Investments</td>
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<tr>
<td>02/20/2020</td>
<td>Demo Day 2: Sheena Allen of Capway delivers keynote address; 15 companies complete the program</td>
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I applied for and had the opportunity to participate in both The Blueprint’s Cohort 5 (Idea Validation) and Cohort 6 (Market Validation) business accelerators. Even as an experienced business professional and entrepreneur, participating in both cohorts was timely for me as I navigated the critical junctures to move my healthcare FinTech startup from idea to MVP. Khalif, Que and The Blueprint team have been tremendous advocates for Tip a ScRxipt, offered needed business grants and have accelerated my entry into the tech startup ecosystem. In short, they put me on and I am grateful.

Chad Johnson – Tip A Scriptx
Highlights from Cohorts 5 & 6

- 25 Startups Served
- 6 Startups with Follow-on Funding or Accelerators
- $1.2M+ Total Blueprint Startup revenue
- 58 Applicants
- 8 Cities & Countries
- Blueprint Budget $330K
What We Have Done

**COHORTS 1-4**
Market Validation
April 10, 2020 – June, 30, 2020
Number of Startups: 35
Grants Distributed: $116,000

**Idea Validation**
April 13, 2020 – June, 30, 2020
Number of Startups: 12
Grants Distributed: $40,000

**COHORT 5**
Market Validation
April 10, 2020 – June, 30, 2020
Number of Startups: 12
Grants Distributed: $40,000

**Market Validation**
October 10, 2019 – January 16, 2020
Number of Startups: 13
Grants Distributed: $60,000
The Blueprint Cohort was an essential part of building Secure Bridges journey into tech as a solution for sex trafficked youth...

I really did enjoy the cohort. It really stretched my thoughts on customer segmentation and narrowing down my niche to develop a better product.”

Shayvon McCullum of Secure Bridges
## Demographics

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<tr>
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<th>Cohort 4</th>
<th>Cohort 5</th>
<th>Cohort 6</th>
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<tbody>
<tr>
<td><strong>Gender (M/F)</strong></td>
<td>63%</td>
<td>37%</td>
<td>71%</td>
</tr>
<tr>
<td>**Tech</td>
<td>Adv. Man.</td>
<td>eCommerce**</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Geography (MKE)</strong></td>
<td>100%</td>
<td>79%</td>
<td>70%</td>
</tr>
<tr>
<td>**Stage (Dev</td>
<td>Market</td>
<td>Beta)**</td>
<td>50%</td>
</tr>
<tr>
<td><strong>People of Color</strong></td>
<td>100%</td>
<td>93%</td>
<td>100%</td>
</tr>
<tr>
<td><strong>With Children</strong></td>
<td>25%</td>
<td>28%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>Full Time Founders</strong></td>
<td>75%</td>
<td>50%</td>
<td>80%</td>
</tr>
<tr>
<td><strong>Average Age</strong></td>
<td>29</td>
<td>30</td>
<td>32</td>
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Mentors

1. **Ashley Smith** graduated from Marquette University Law School in May 2018 and is now a corporate attorney at Godfrey & Kahn, S.C.

2. **Marcell Jackson** is a Project Engineer at GE Healthcare who is enabling the digital transformation across multiple manufacturing sites.

3. **Jordan Curnes** is an entrepreneur and angel investor who has founded companies in medical device, online travel, ecommerce, and wireless communications industries.

4. **Mike Maschek** is a Director at Inception Health. In his role he focuses on developing relationships to further advance the local tech and innovation ecosystem in Milwaukee.

5. **Amanda Dearling** is the cofounder of newance, a NEWaukee powered talent agency, bringing creative solutions to STEM talent challenges across Wisconsin.

6. **Steve Balistreri** coding hobby took him from building web applications at marketing agencies, to full-time developer.
In light of the COVID-19 pandemic we transitioned The Blueprint to an online platform.

We hosted a virtual lunch and learn and two virtual demo days with one being conducted by a former Blueprint graduate InPower.

The online events garnered several hundred viewers and were a successful pivot from our normal programming.

- **Lunch & Learn**
- **Demo Day – Cohort 5**
- **Demo Day – Cohort 6**
Select Blueprint Accolades

- Washbnb expands after TechStars ATL
- Cuddly Tails recognized in Forbes
- 301 in Cohort 8 Conscious Venture Labs
- Tip a ScRipt gets $400K investment
- I2j purchases Dallas Flooring Company
- Blueprint expands to Green Bay
- Cuddly Tails recognized in Forbes
Select Blueprint Accolades

BLUEPRINT GRADUATES

- Plutoview wins WEDC grant funding
- 3 Blueprint companies among 21 startups to watch in Milwaukee
- Plutoview #1 of the week and #4 of month on Product Hunt
- Carvd N Stone wins 10K on Project Pitchit
- Carvd N Stone awarded 10K by Fiserv
- LiveVend featured on AriseTV
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Contact YES

Address:
4201 N 27th Street
Suite #227
Milwaukee, WI 53216

E-mail:
que@followtheyes.com
khalif@followtheyes.com

Phone:
Office: 414-220-0333
Mobile: 414-736-9036
Mobile: 414-839-2680

Social:
facebook.com/youngesociety
instagram.com/youngesociety