



YES Blueprint MKE

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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 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.



Khalif El-Amin
Co-Founder
khalif@followtheyes.com

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 invest 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

History & Highlights

Start Date

The Blueprint Bootcamp begins with 40 startup founders



Cohort 2 & 3 Start

12 companies start in Idea
Validation and 7 companies
start in Market Validation

Alchemy Investors Pitch

2 Blueprint Graduates from Cohort 4 offered Angel Investments

9/9/2018

11/11/2018

04/10/2019

6/30/2019

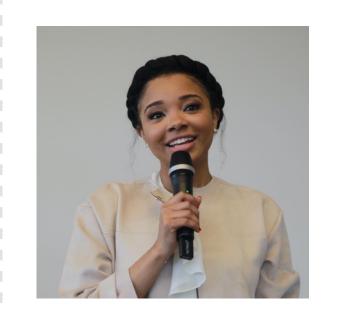
2/20/2020

Demo Day 1

9 companies complete
the first Idea Validation
cohort and pitch to a
crowd of over 150

Demo Day 2

Sheena Allen of Capway delivers keynote address;
15 companies complete the program





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



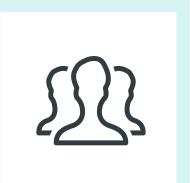
Highlights from Cohorts 5 & 6



Startups Served

Applicants

58





Startups with Follow-on Funding or Accelerators

Cities & Countries

8





Total Blueprint Startup

Blueprint Budget \$330K



What We Have Done



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



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

	Cohort 4	Cohort 5	Cohort 6
Gender (M/F)	63 % 37%	71% 29%	60 % 40%
Tech Adv. Man. eCommerce	50% 38% 12%	93% 7% 0%	70% 10% 20%
Geography (MKE)	100%	79%	70%
Stage (Dev Market Beta)	50% 37% 0%	50% 21% 29%	50% 37% 0%
People of Color	100%	93%	100%
With Children	25%	28%	30%
Full Time Founders	75%	50%	80%
Average Age	29	30	32

Mentors

1

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

3

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

5

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

2

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

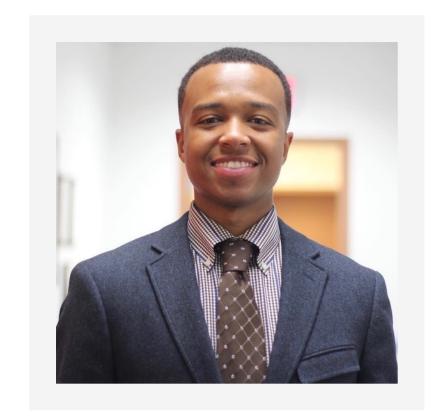
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Mike Maschek is a Director at Inception
Health. In his role he focuses on developing
relationships to further advance the local
tech and innovation ecosystem in
Milwaukee.

6

Steve Balistreri coding hobby took him from building web applications at marketing agencies, to full-time developer.

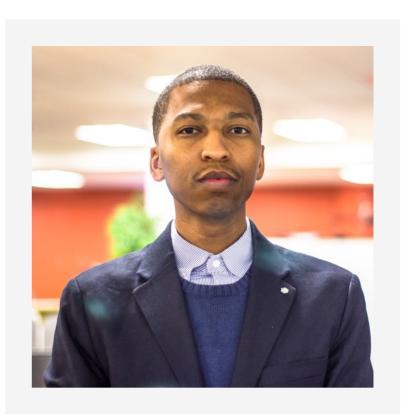
Our Team



Khalif El-Amin
Administrator



Steph CrosleyProgram Manager



Que El-Amin
Platform Development



Justin Goodrum

Media & Messaging



Sanmitra Iwanski Lead Professor



Latoya Washington
IT Support

Virtual

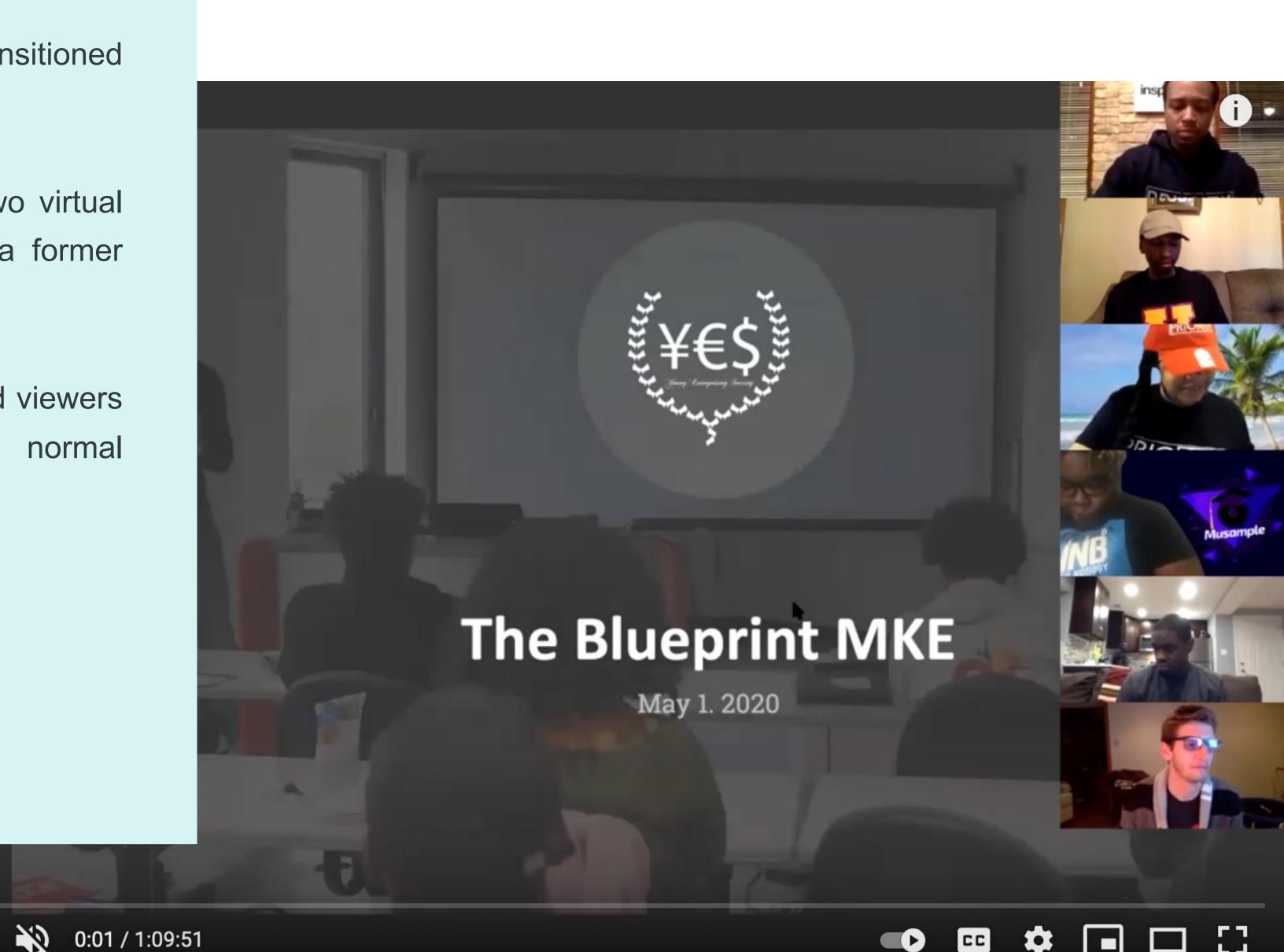
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In light of the COVID-19 pandemic we transitioned The Blueprint to an online platform.

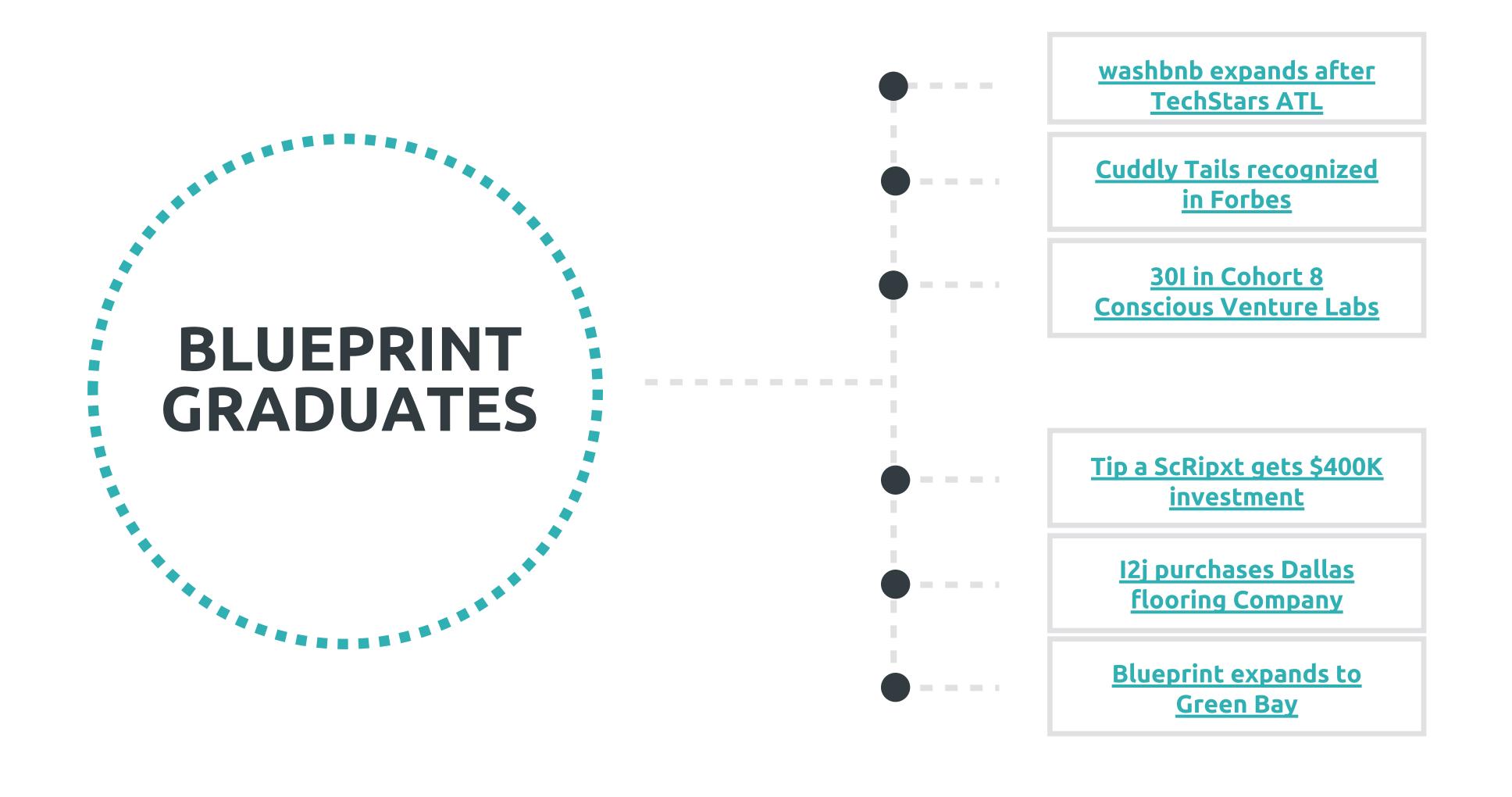
We hosted a virtual lunch and learn and two virtual demo days with one being conducted by a former Blueprint graduate InPower.

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

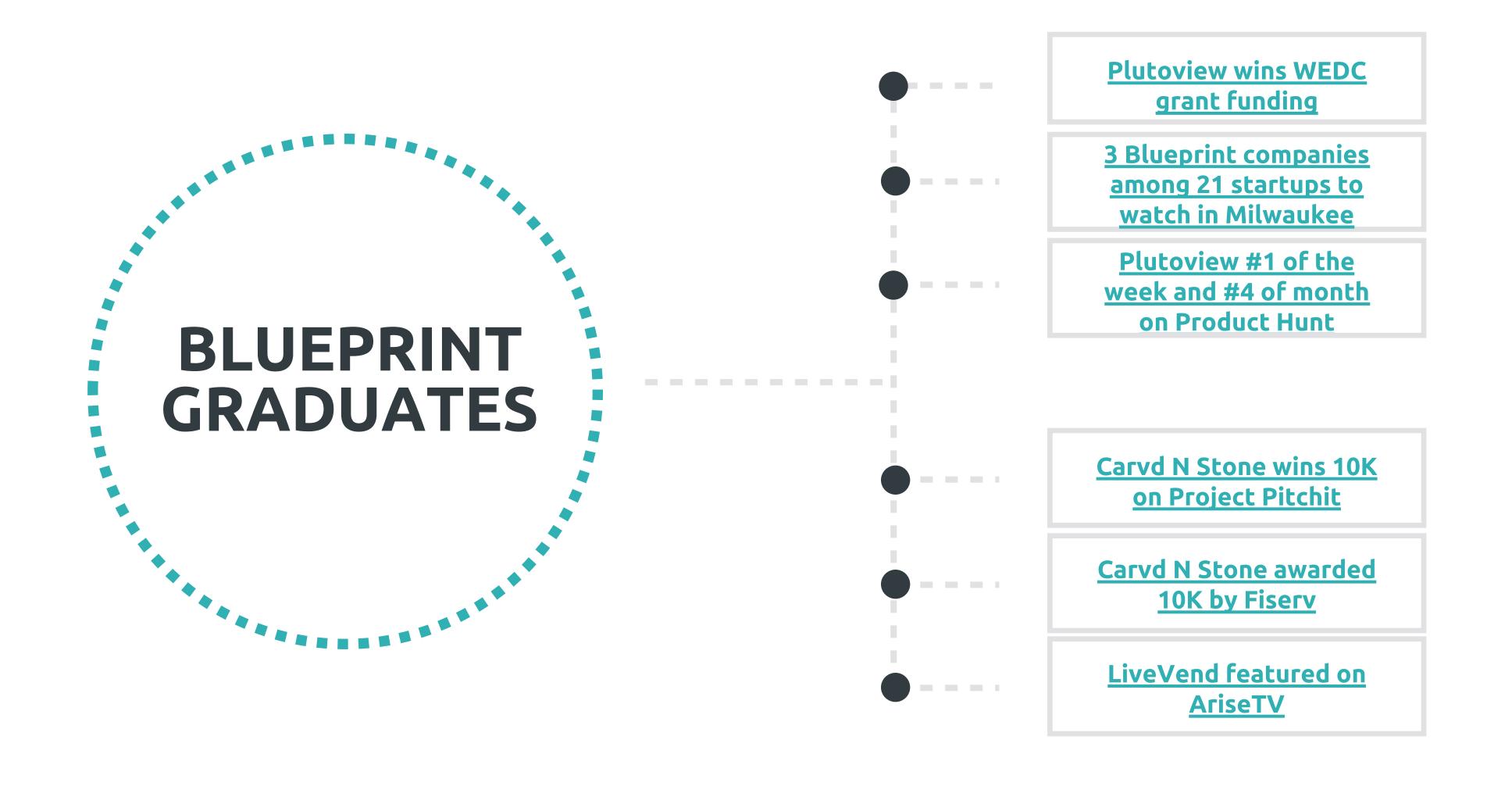
- Lunch & Learn
- Demo Day Cohort 5
- Demo Day Cohort 6



Select Blueprint Accolades



Select Blueprint Accolades



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