Advancing DC’s high-performing minority business enterprises for accelerated growth.

ELEVATE aims to provide best-in-class training to minority small businesses located in DC to acquire new skills that will allow them to more effectively and efficiently manage their business’ products and services and increase revenue and employment.

Benefits to MBEs
Upon completion of the curriculum, ELEVATE students will be able to:

- Succinctly and critically analyze and evaluate various business opportunities
- Develop an entrepreneurial mindset to help create a digital corporate strategy
- Comprehend the complex roles of entrepreneurship, leadership, and management
- Recognize new opportunities for introducing innovation in wide-ranging organizational settings
- Develop a strategy for contracting and procurement with anchor institutions and corporations
- Understand various financial valuations of your firm

Program Pillars

**Innovative Entrepreneurship**
Shift perspectives and approaches to generate new business development ideas

**Drive Impactful Change**
Explicitly tackle the issue of racial equity in the small business field through local partnerships

**Sustainability**
Ensure small businesses are forward-thinking, future-proof and resilient as they grow

For more information or to apply, visit [www.cnhed.org/elevate](http://www.cnhed.org/elevate) or scan the QR code.