



Executive Leadership Education Venture Advancing
Talented Entrepreneurs

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.

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

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



For more information or to apply, visit
www.cnhed.org/elevate or scan the QR code.

ELEVATE is a partnership between the Coalition for Nonprofit Housing and Economic Development (CNHED) and the George Washington University School of Business.



Business

