

Stimulating Urban Renewal through Entrepreneurship (SURE™): *Energizing the Entrepreneurial Ecosystem*

Executive Summary

The **SURE™ Program** mission is to provide real-world experiential learning to students in the Bauer College of Business who are partnered with aspiring local entrepreneurs from underserved communities and veterans in the Houston area with the goal of enabling economic stimulation. The SURE Program provides financial and business education, ongoing business consulting and mentoring and prepares entrepreneurs to access capital.

We Educate, Engage, Enhance and Empower!

Program

Housed at the Bauer College of Business and directed by Dr. Saleha Khumawala, the SURE Program offers education modules and mentorship for businesses in their beginning stages of development. By partnering Bauer business students with aspiring entrepreneurs the program has developed a unique model of experiential learning. It consists of three active components: ***SURE Entrepreneur***, ***SURE Boot Camp for Veterans*** and ***SURE Incubator***. Since its inception, the SURE Program has trained 270 entrepreneurs.

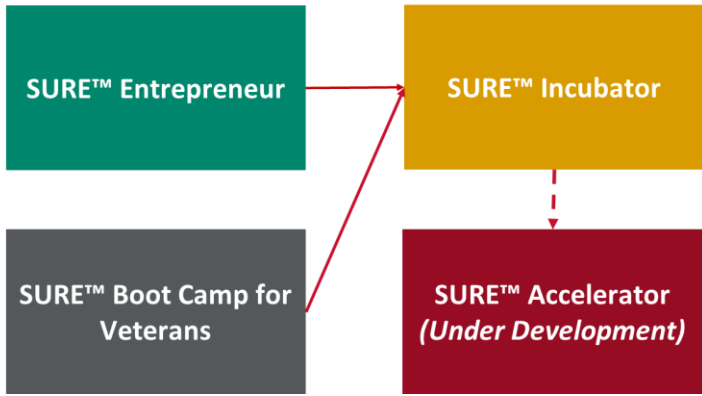
SURE Entrepreneur is 11 weeks consisting of weekly sessions during the Spring and Fall semesters. Bauer students gain experiential learning, develop empathy and leadership skills and earn course credit by mentoring entrepreneurs. The entrepreneurs start with 3 weeks of training in personal financial literacy. The remaining 8 weeks are dedicated to entrepreneurship education and training taught by the Bauer students: Business 101, Sources of Funding, Marketing and Sales, Accounting and Taxes, Supply Chain and Budgeting, Legal Considerations. The entrepreneurs are paired in small groups with Bauer students for a one-on-one consultation to develop a complete business plan and pitch. The semester concludes with a graduation ceremony and the opportunity for entrepreneurs to pitch to local micro-lenders. The ***SURE Entrepreneur*** is our longest running program, training 270 aspiring entrepreneurs and 129 Bauer business students.

SURE Boot Camp for Veterans, launched in Summer 2015, is 12 hours consisting of 4 training and consulting sessions. While a more intensive experience than ***SURE Entrepreneur***, the goals of the program are the same. Returning veterans and families of the fallen are taught the basics of small business management with targeted lectures. Each veteran is individually partnered with an experienced business consultant or qualified Bauer graduate student to develop a viable business plan. The ***SURE Boot Camp for Veterans*** culminates with a graduation ceremony and the opportunity for these veteran entrepreneurs to pitch to local micro-lenders.

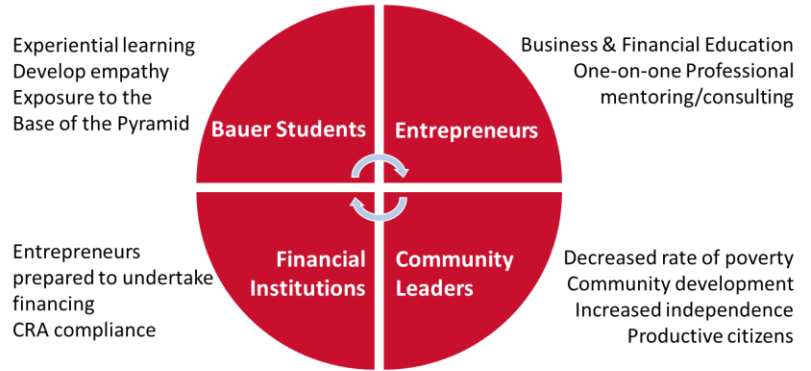
SURE Incubator has continuous sessions run by the Microfinance Initiative, a graduate student-led organization at Bauer for entrepreneurs who are graduates of ***SURE Entrepreneur*** or ***SURE Boot Camp for Veterans***. Entrepreneurs attending this module are in the early stages of business and are typically operating at the microcredit financial level. During these sessions, business needs are assessed in an on-going manner and the entrepreneurs are paired with business experts to address their specific needs and concerns. The ***SURE Incubator*** partners with students and other departments at the Bauer College to develop professional level accounting, marketing and supply chain plans for select entrepreneurs.

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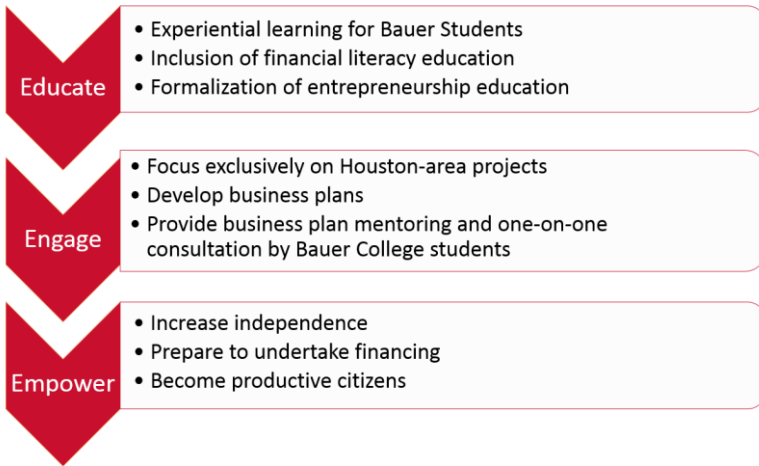
The SURE™ Program



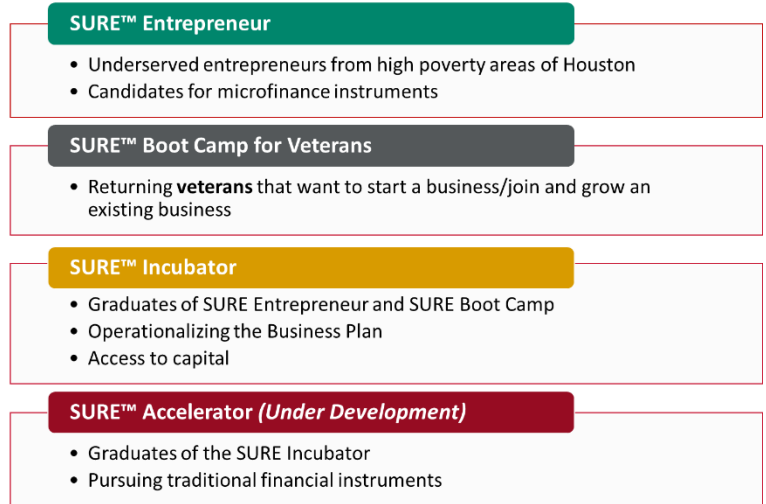
SURE™ Program Objectives



Making an impact in Houston



Target Markets



Successful Entrepreneurs



Partners in our Entrepreneurial Ecosystem

