



*Led by TRUTH is committed to fostering a safe space for Founders of Color to be the catalyst to turn their dreams into reality.*

# BLOOM

## Mentorship Program

*Illuminating the Path to Success*



# Message from our CEO & Founder

Welcome to the BLOOM Mentorship Program!

As you embark on this journey with us, you're not just joining a program, but a vibrant community committed to uplifting BIPOC founders like you. Here, we understand and address the unique challenges you face in the entrepreneurial landscape. Our mission is to equip you with the necessary resources, mentorship, and strategic guidance to thrive. Your resilience, creativity, and drive are the cornerstones of our community. Together, we'll forge a path towards greater racial and economic equity, celebrating each milestone you achieve along the way.

We're here to support, inspire, and witness your remarkable journey. Welcome aboard - let's make a lasting impact together!

Stay Brilliant & Bold!



CEO & Founder  
Led by TRUTH

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# BLOOM Mentorship Program Overview

## Melanated Entrepreneurial Support Haven

Led by TRUTH uniquely offers tailored support to Founders of Color, emphasizing guidance, financial aid, and community over rapid growth and equity, to foster sustainable success.

### Overview:

The BLOOM Mentorship Program is 12 months long with a mix of cohort workshops, 1-on-1s, and cohort gatherings. Throughout the program, we champion and support **YOU** through over \$10,000 worth of business consulting for *FREE*, surround you with a robust community of support with mentors who share your lived experiences, and provide you with up to \$3,000 in grant funding. Tap into the power of cohort learning with personalized 1-on-1 coaching from coaches BLOOM ensures you don't just grow; you flourish alongside a like-minded community.



### Program Support Expertise:

- Business Plan Development
- Strategic Planning
- Executive Coaching
- Financial Projections & Funding Strategies
- Operational Frameworks & Systems Leader
- Development Workflow Standardization
- Employee Engagement Strategies
- Developing CEO Mindset

### Program Structure:



# Program Experts & Support Resources

## Elevating Lived Experiences:

We anchor our mentorship in the power of representation, pairing Founders of Color with Mentors of Color to foster a mutually enriching environment. This approach goes beyond conventional mentorship, providing tangible support and reinforcing the attainability of their aspirations. Here, authenticity serves as the groundwork for nurturing individual goals and advancing racial equity within the entrepreneurial landscape.

## Reflective Mentorship

- **Mentors:** Mentors combine their personal experiences and business knowledge to guide Founders of Color through the early stages of their entrepreneurial journey. They offer monthly connections for the first six months, instilling confidence and resilience.
- **Advisors:** Advisors deliver strategic guidance and support through specialized consultation. They facilitate Cohort Workshops and provide up to two hours of individualized advice, equipping founders with essential knowledge and tools for addressing specific challenges.
- **Coaches:** Coaches offer continuous, comprehensive support across the 12-month program. They are constant thought partners, aiding Founders in setting goals, developing strategies, and refining ideas into actionable plans, fostering sustainable business growth.



# Founders & Program Highlights

Since 2021, we've made real moves in backing Founders of Color, giving them the tools and funds they need, kickstarting business growth and wealth in communities that really need it.

1



## Bridging Financial Disparities

- One Cohort Founder notably secured a **\$175,000 investment** from one of our Referral Investor Partner.

2



## Catalyst for Wealth Building

- Disbursed **\$15,500** in grants funding for BLOOM Mentorship Program Cohort Founders

3



## Impactful Track Record

- **80%** of founders grew their business within **six months** of support

*"I'm reminded that I will not settle for "easy" or turn the other way when barriers surface. Change starts with those who are relentless and being relentless is my motivation."*

*Angel Even  
CEO & Founder*



# Application & Selection

## *Who Should Apply*

### **Business Owner who identifies as:**

- A Founder who identifies as Black, Indigenous, and/or a Person of Color (BIPOC)
- A Founder who identifies as a Female and/or Non-Binary

### **Business Owner with Established Revenue:**

- A Founder of Color who has been operating for at least 1.5 years with a steady flow of revenue and is looking for opportunities to scale and diversify.

### **Business Owner Seeking Knowledge Expansion:**

- A Founder of Color eager to deepen their understanding of business strategies, improve operational efficiency, and expand their market reach.

### **Business Owner Focused on Social Impact:**

- A Founder of Color based in the Twin Cities area who is mission-driven and aims at for providing a positive impact within the community.



*We want to hear  
your TRUTH!*

**Unsure if you're the  
right fit for our  
program?**

- Explore [BLOOM Mentorship Program](#)  
[FAQ](#)

# Application & Selection: *Timeline & Deci*

**1**

January 15th -  
March 4th, 2024  
Applications Open

**2**

March 8th, 2024  
Semi-Finalist Selected

**3**

March 18th-March  
22nd, 2024  
Semi-Finalist Interviews

**4**

April 1st, 2024  
Finalist Selected

**5**

April 22nd, 2024  
Program Kickoff





# THANK YOU!

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Led by TRUTH is committed to creating a new pathway for Founders to access the right resources, have their lived experience honored & embraced, and remove unnecessary red tape that prevents them from reaching their next milestone.

'Thank You' for your interest in supporting to Led by TRUTH's mission and your willingness to be the guiding light in Founders of Color's entrepreneur journey.

## Contact



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