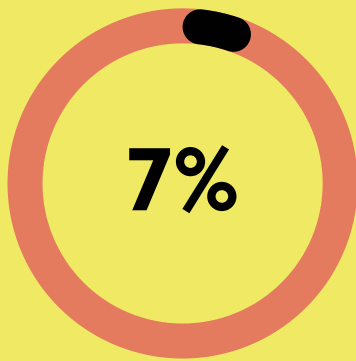


# Program & Services Needs Assessment



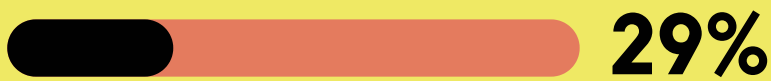
Of all employer firms are Black, Indigenous, and People of Color (BIPOC) owned in the Twin Cities, when the BIPOC population represent 22% in the metro.

"A mentor is someone who allows you to see the hope inside yourself."

- Oprah Winfrey

A study of CEOs in formal mentoring programs had the following results:

- 84% said mentors had helped them avoid costly mistakes
- 84% become proficient in their roles faster
- 69% were making better decision



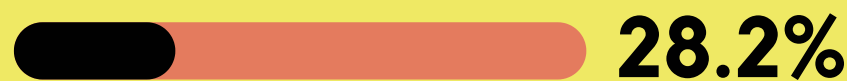
## Startup Fail Rate

Failure from running out of funding and personal money



## Fear of Applying for Loan

of BIPOC business owners did not apply for a loan out of fear of rejection compared to 15.2% of white business owners



## Always Approved

Of BIPOC business owners are always approved for a loan compared to 67.4% of white business owners.

Led by TRUTH leads from a different perspective by:

- Challenging the frustration into constructive progress
- Pushing the narrative to the next level
- Thinking differently about the plan
- Creating a space for clients to network and build a circle of support
- Providing a continuum of support that you continue to leverage
- Learning from the mistake we made

We create spaces for BIPOC professionals to embrace the life of their dreams



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