

HEIGHTEN THE HUSTLE

A PCC COLLABORATIVE PROGRAM ENTREPRENEURIAL CONSULTING

Heighten The Hustle™ is Project Community Capital's® entrepreneurship elevation collaborative program. PCC's founder has the knowledge of an entrepreneur, the experience of a seasoned employer, and the social capital network of a successful businesswoman— and she wants to share it all with budding entrepreneurs!



WHY HEIGHTEN THE HUSTLE?

Dr. Gina Merritt, MBA founded Project Community Capital® as a social capital platform so she could provide underserved communities with access to her social networks and expertise. Heighten the Hustle™ encompasses the same concepts, but for underfunded and underestimated entrepreneurs. Ambitious and driven entrepreneurs can register, pitch their companies, and learn how to Heighten the Hustle through PCC's knowledge of a savvy business mindset.

HTH PROCESS

Applicants apply, explaining their lucrative or innovative side hustles and their dreams for the business. Following their initial application, applicants will have an initial meeting with an HTH consultant who will ask questions about their business and goals. HTH entrepreneurs will speak with executive members of the PCC's team habitually, who will provide both resources and expert counsel on how the applicant can Heighten Their Hustle™. HTH gives entrepreneurs the skills and guidance of successful and knowledgeable executives and business owners.

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