“This conference was life changing, and really helped me in the direction I am taking my organization. I actually know what I have to do and how to do it.”

- BBFP Event Attendee
What is BBFP?

Black & Brown Founders Project (BBFP) is a 2-day workshop that provides current and aspiring entrepreneurs of color with tactics and resources for starting companies without relying on venture capital.
Why is this important?

Less than 1% of venture funding goes to Black and Latinx founders. Yet they’re the driving force behind small business creation in America.

We know that "bootstrapping" doesn't look the same for black and brown founders as it does for others. Money doesn't flow abundantly in our communities. We don't usually have family or friends who can invest or loan us cash to get started.

But it's still possible to build a thriving business with modest resources. We held sessions with founders of color who know the rules of the Silicon Valley game, and how to make it work for us.
“It was a well put together event from top to bottom. I've established the connections needed for me to move into the next phase of my business with a real plan.”

- BBFP Event Attendee
What We Cover

- How venture capital works
- Corporate structures and IP basics
- Generating revenue from day one
- Managing and closing deals
- Building apps without code
- Alternative forms of financing
- Managing cash flow
- Designing on a shoestring
- Attracting talent with a tiny budget
- One-on-one mentorship sessions
“Out of all the conferences, workshops, etc for startup founders in the Valley, this one was the most useful and applicable. It said, ‘here is the reality, but here are some tools to combat that’.”

- BBFP Event Attendee
**Event Stats**

- **91** in-person attendees
- **673** live stream attendees
- **7th** trending spot for #BBFP17 on Twitter locally during event

- **90%** said they would recommend BBFP to a friend
- **76%** would like BBFP to be a recurring event
- **52%** said ALL ten sessions were useful to them/their business
Event Stats

Founders who attended in-person came from the following areas:

- San Francisco Bay Area
- New York City
- Washington DC
- Chicago
- Los Angeles
- Philadelphia
- Dallas
- Minneapolis
- Nashville
- Durham
The most popular sessions were about:

- Generating revenue from day one
- Building apps without code
- How venture capital works

Our speakers are subject matter experts in finance, investment, digital marketing, growth, sales, design, and hiring.

9 of 10 of our speakers are women of color.

6 of 10 speakers are Black.

4 of 10 speakers are Latina.
"The mentors were really helpful and humble about sharing their knowledge. I was impressed with the quality and diversity of the mentors."

- BBFP Event Attendee
Other things attendees would have liked to see:

- Content on the psychology of being an entrepreneur OR how to balance the work with life
- Guided networking and mingling
- More time to workshop their business with mentors or small groups
- More mentors for office hours
“It was the first time in my tech career that I was in a room full of people of color that were had the same caliber of experience/knowledge/expertise. It felt so good to know I am not alone. ”

- BBFP Event Attendee
#BBFP17 SAN FRANCISCO

Play the Recap Video
Partners

CODE2040
Planning partner and BBFP created within the EIR residency program

Google for Entrepreneurs
Partner Network
Supporter of the Code 2040 EIR residency from which BBFP started

galvanize
Host venue and partner in event execution of BBFP

Sponsors

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Black & Brown Founders was created and organized by Aniyia L. Williams.