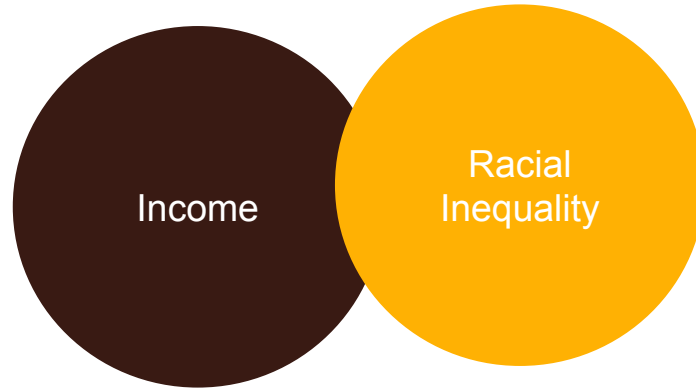


Start.Pivot.Grow.

UPS Ignite Program

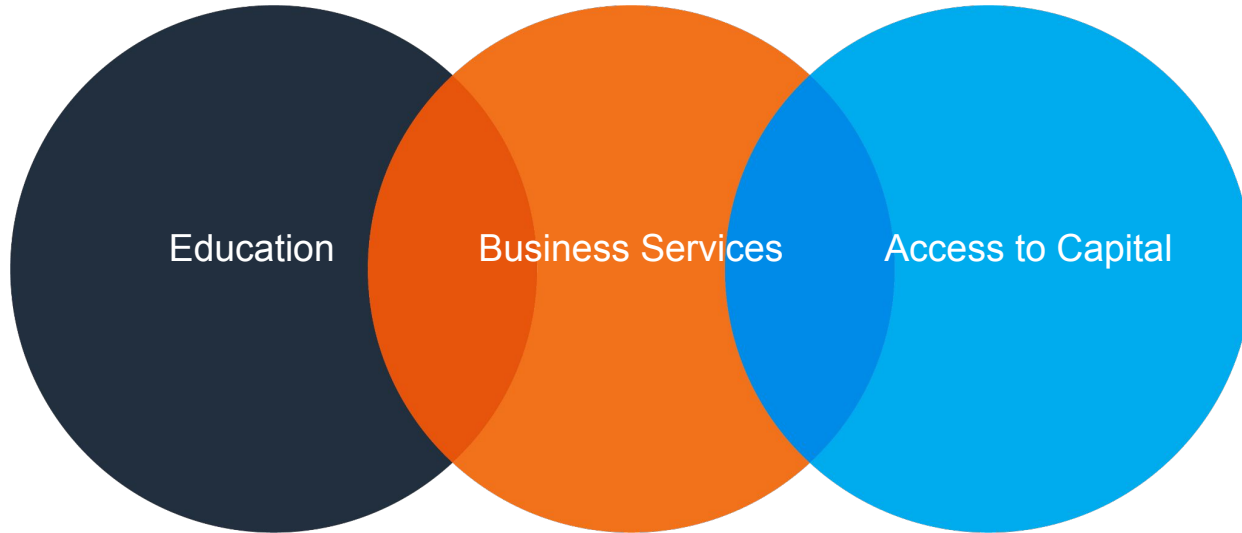
UPS Foundation
Economic and Workforce Development Program

UPS Foundation



Dallas College and Integrality

Start.Pivot.Grow. Accelerator



UPS Ignite

About UPS Ignite

Many talented entrepreneurs don't have access to the knowledge, capital and networks they need to succeed. In partnership with several leading organizations, UPS Ignite is providing access to the resources and tools diverse entrepreneurs need to help grow their business. Learn more about our partners and how to apply for programs below.

UPS Foundation

The UPS Foundation's four focus areas driving social impact are Health and Humanitarian Relief, Equity and Economic Empowerment, Local Community Engagement and Planet Protection. Check out how we've shown up in this quarter to advance our global social impact commitments:

UPS Ignite

UPS believes we have a responsibility to foster diverse, equitable, and inclusive environments; within our four walls and in the communities we serve. Empowering underrepresented business owners is our motive for developing the UPS® Ignite Program.

Through this program, we have partnered with industry-leading experts who are equipped to provide access to the tools and support minority and women entrepreneurs need to help start or grow their business.

Start.Pivot.Grow. Accelerator Program

Integrality is a boutique Dallas-based consulting firm with over 21-years experience in building strong businesses. Our Start.Pivot.Grow. Accelerator is a business accelerator for small businesses looking to start, build or grow their business units into revenue generating ventures that create jobs and builds stronger communities.

Start.Pivot.Grow. Accelerator Program

We partner with community colleges, CDFIs, banks, venture capital firms and corporations to deliver entrepreneur education, business advising, technical assistance and access to capital to vetted entrepreneurs who are actively in business.

Start.Pivot.Grow. Accelerator Program

Our program model delivers results.

[Download Impact Report](#)

- Enrollment rates
- Graduation rates
- Capital raised
- Grants awarded
- Jobs created
- Revenue increase

UPS Ignite and Start.Pivot.Grow. Accelerator Program

Retail describes the sale of a product or service to an individual consumer for personal use. The transaction itself can occur through a number of different sales channels, such as online, in a brick-and-mortar storefront, through direct sales, or direct mail. The aspect of the sale that qualifies it as a retail transaction is that the end user is the buyer.

Track 1 February - March 2024 Start.Pivot.Grow. Retail Track <ul style="list-style-type: none"> ● 4 Workshops ● 6 Webinars ● 4 Business Advising Hours ● Pitch Competition 	Track 2 April - June 2024 Start.Pivot.Grow. Franchise Track <ul style="list-style-type: none"> ● 4 Workshops ● 8 Webinars ● 4 Business Advising Hours ● 4 Hours Franchise Mentorship ● Pitch Competition 	Track 3 July - September 2024 Start.Pivot.Grow. Franchise Track <ul style="list-style-type: none"> ● 4 Workshops ● 8 Webinars ● 4 Business Advising Hours ● 4 Hours Franchise Mentorship ● Pitch Competition
8 weeks	10 weeks	10 weeks
UPS Foundation Pitch Grant \$10,000 UPS Foundation Education Grant \$50,000 Dallas College \$20,000 Wells Fargo Foundation Pitch Grant \$10,000	UPS Foundation Pitch Grant \$10,000 Wells Fargo Foundation Pitch Grant \$10,000 UPS Foundation Education Grant \$50,000 Dallas College \$20,000 UPS Foundation Cause Marketing Grant \$60,000	UPS Foundation Pitch Grant \$25,000 UPS Foundation Education Grant \$50,000 Bank of America Small Business Down Payment Grant Program Grant \$25,000 UPS Foundation CDFI Forgivable Loan \$180,000 Wells Fargo Foundation Pitch Grant \$10,000
UPS Foundation Education Pledge \$60,000	UPS Foundation Education Pledge \$120,000	UPS Foundation Education Pledge \$255,000

UPS Ignite and Start.Pivot.Grow. Retail Accelerator Program

There are an estimated 2.9 million retail trade businesses in the United States. Retail is the largest employment sector in the country, with 9.8 million employees directly tied to the sector.

Franchise and Retail Diversity Disparities

PricewaterhouseCoopers in 2018 found 30.8 percent of franchises were owned by minorities, with Asian Americans owning 11.8 percent, Hispanic Americans owning 10.4 percent and Black Americans owning 8 percent.

American Indians, meanwhile, owned 0.8 percent, and Pacific-Islanders owned 0.2 percent. That study used numbers from the U.S. Census Bureau's 2012 survey of business owners, which selected 1.75 million businesses to include.

Disparities

While the franchise business model provides an opportunity to earn a living and, in some cases, build generational wealth, people of color are still facing a number of barriers to entry and broader racial disparities in the business world. Allie Reid, the retail racial equity and inclusion manager at Ben & Jerry's, said the biggest issue is access to capital.

Disparities

POC-owned firms were half as likely as white-owned firms to receive all the financing they wanted, according to a 2022 study by the Federal Reserve. The study also found businesses owned by people of color were half as likely to be approved for a loan, cash advance or line of credit at a small bank, and about a third as likely to be fully approved at a finance company.



How Do We Help?

UPS and several members of the small business ecosystem including Dallas College, Integrality, U.S. SBA, and the Dallas Cowboys will partner to deliver a unique retail accelerator program to southern Dallas. This partnership will consist of entrepreneurship training, a franchise opportunity/competition tied to the UPS Store, e-commerce development training, pitch and bid competitions, and access to capital.



INTEGRAL



DALLAS COLLEGE



SBA



TELEMUNDO
Spectrum



ACCION OPPORTUNITY FUND



UNIVISION



Franchise Times
The News and Information Source for Franchising



hulu



How Do We Help?

Together we grow: In 2022, The UPS Foundation invested over \$3 million to empower Hispanic communities, including organizations like Unidos US, Congressional Hispanic Caucus Institute Inc. and Hispanic American Center for Economic Development. But our support doesn't end there:

Our employee-led Hispanic and Latino Business Resource Group, Crecer, includes 20 chapters with approximately 1,500 members.

Since launching the Women Exporters Program, we've equipped Latin and Hispanic-owned and women-owned small businesses with the skills to grow and develop their companies' export capabilities.

Hispanic and Latino Americans account for 18% of our U.S. talent base, laddering back to our goal of reflecting the communities we serve.

How Do We Help?

- Entrepreneur Education
- Business Services and Technical Assistance
- Mentorship
- Franchise Opportunity for More Minorities
- Access to Capital
- Cause Marketing

How Do We Help?

- Train and Certify 60 Small Businesses [Retail, eCommerce, and Franchise]
- Deliver 240 Hours of Technical Assistance
- Deliver 62 Hours of Volunteer Mentorship
- Deliver 60 Growth Strategies (Business Plans)
- 1 New UPS Store Franchise Awarded in RedBird
- Disburse \$290,000 in Capital to Marginalized Small Businesses
- Produce 6 Cause Marketing Campaigns to Highlight eCommerce Influencers and Minority Franchise Owners
- Create 15 New Jobs

Entrepreneur Education Program

Start.Pivot.Grow. Accelerator

Integrality understands the challenges of starting and growing a business in today's competitive market. Start.Pivot.Grow. is an innovative accelerator program launched during the pandemic to help marginalized business owners develop the skills and strategies needed to pivot or grow their business and overcome economic barriers. Eligible participants can qualify for the Pitch It! Texas small business pitch competition and \$10,000 grant award sponsored by Wells Fargo Foundation.

Accelerator Outcomes

2021 - 2023 Accelerator Outcomes

- 6 Cohorts
- 83 Micro Businesses Served
- \$445,000 Capital Raised
- 19 New Jobs
- 12 New Business Starts
- 1 New Real Estate Deal

Retail Accelerator Program



Track 1

- eCommerce Development Program [Small Business Program Training]

Retail Accelerator Program



Track 2-3

- UPS Store Franchise Development Program

UPS Ignite Cause Marketing



Cause Campaign to Feature Diverse Small Business Owners and eCommerce Influencers

- UPS Ignite Cause Marketing Campaign

[6 Influencers Selected - Hispanic, African American, Veteran, Asian and LGBTQ]

- Dallas Cowboy Stadium Broadcast
- HULU Broadcast
- Spectrum Broadcast
- UPS and Dallas Cowboy Facebook, Instagram and TikTok

Public Relations

Accelerator digital campaign launch | February 2024

UPS Ignite Kick Off Celebration Breakfast Dallas, Texas | March 2024

Collaboration and program announcement at SBA National Small Business Week
Washington, DC | April 2024

Cause Marketing launch in Dallas, New York, DC | April 2024

Accelerator Track Two Launch | April 2024

Accelerator Track Three Launch | July 2024

RedBird UPS Store Launch | November 2024

Competition



UPS Store Pitch and Bid Competition

- RedBird Mall Location [Developer Partner]
- UPS Franchise Fee Discount
- \$180,000 Forgivable Loan [CDFI Partner]
- \$45,000 Pitch Competition and Small Business Grant Awards
- College Business Management Certificate
- Business Budgeting and Savings Challenge Kit
- Growth Strategy

Timeline



- **Planning and Pledge**
 - September 2023 - December 2023
- **Program Promotion and Marketing**
 - January 2024 - September 2024
- **Accelerators**
 - Cohort 7 February - March
 - Cohort 8 April - June
 - Cohort 9 July - September
- **Public Relations**
 - National Small Business Week (April 28-May 4) * Washington, DC
- **Pitch Competitions and Franchise Bid**
 - March 2024
 - June 2024
 - September 2024
- **Ignite Cause Marketing Campaign Launch**
 - Super Bowl LVIII 2024 Sun, Feb 11, 2024 * Las Vegas
 - UPS Franchise and Export Summit March 2024 * Dallas
 - National Small Business Week (April 28-May 4) * Washington, DC
 - UPS Ignite Breakfast

Budget: UPS Foundation Investment

\$435,000

<ul style="list-style-type: none"> ● UPS Foundation Pitch Grant \$10,000 ● UPS Foundation Education Grant \$50,000 ● Dallas College \$20,000 ● Wells Fargo Foundation Pitch Grant \$10,000 	<ul style="list-style-type: none"> ● UPS Foundation Pitch Grant \$10,000 ● UPS Foundation Education Grant \$50,000 ● UPS Foundation Cause Marketing Grant \$60,000 ● Dallas College \$20,000 ● Wells Fargo Foundation Pitch Grant \$10,000 	<ul style="list-style-type: none"> ● UPS Foundation Pitch Grant \$25,000 ● UPS Foundation Education Grant \$50,000 ● UPS Foundation CDFI Forgivable Loan \$180,000 ● Bank of America Small Business Down Payment Grant Program Grant \$25,000 ● Wells Fargo Foundation Pitch Grant \$10,000
<p>UPS Foundation Education Pledge \$60,000</p>	<p>UPS Foundation Pledge \$120,000</p>	<p>UPS Foundation Pledge \$255,000</p>

What do we need?

- **UPS Foundation**
 - Education Grant
 - CDFI Partner for Forgivable Loan Disbursement
 - Partner Development
 - Business Community Volunteer Recruitment and Management
- **UPS Store**
 - UPS Store Franchise Training Program
 - UPS Store Location - RedBird, Oak Cliff, Dallas College or DeSoto
 - UPS Store Agreement and Standards
 - UPS Store Business Case
 - UPS Store Volunteers
- **UPS Marketing**
 - UPS Cause Marketing Production
 - UPS Cause Marketing Ad Placement
 - UPS Cause Marketing Promotion
- **Academic Partner**
 - Dallas College Foundation - Fiscal Sponsor
 - Dallas College Venture Club - Academic Partner
 - Integrality - Accelerator License and Project Management
- **Banking Partner**
 - CDFI
 - Bank of America
 - Wells Fargo