

NONPROFIT  
MANAGEMENT  
INSTITUTE



The Power of  
**Network Leadership**  
to  
Drive **Social Change**

## SESSION


**Starting from the Bottom: Building a Culture of Opportunity Within Disadvantaged Communities**



**Derrick Braziel**

Cofounder and  
Managing Director,  
MORTAR

1:45-2:30 p.m.

A group of approximately 15 diverse young women are posed for a group photo. They are standing in front of a wall featuring large, colorful, abstract letters. The women are dressed in a variety of styles, including casual t-shirts, dresses, and blouses. The overall atmosphere is positive and inclusive.

# Starting from the Bottom:

Building a Culture of Opportunity Within  
Disadvantaged Communities

**Derrick Braziel**  
Managing Director, MORTAR

I'mma let you finish but...  
who are you?



- 1 **I'm a Pisces**  
Wait - this isn't Tinder?
- 2 **I'm from Cincinnati**  
"The greatest city in America" - Me
- 3 **I'm NOT Gary Coleman**  
I'm sure you were confused...
- 4 **Co-Founded MORTAR**  
Yes, I'm a crazy start-up entrepreneur.

# Economic Inequality in America

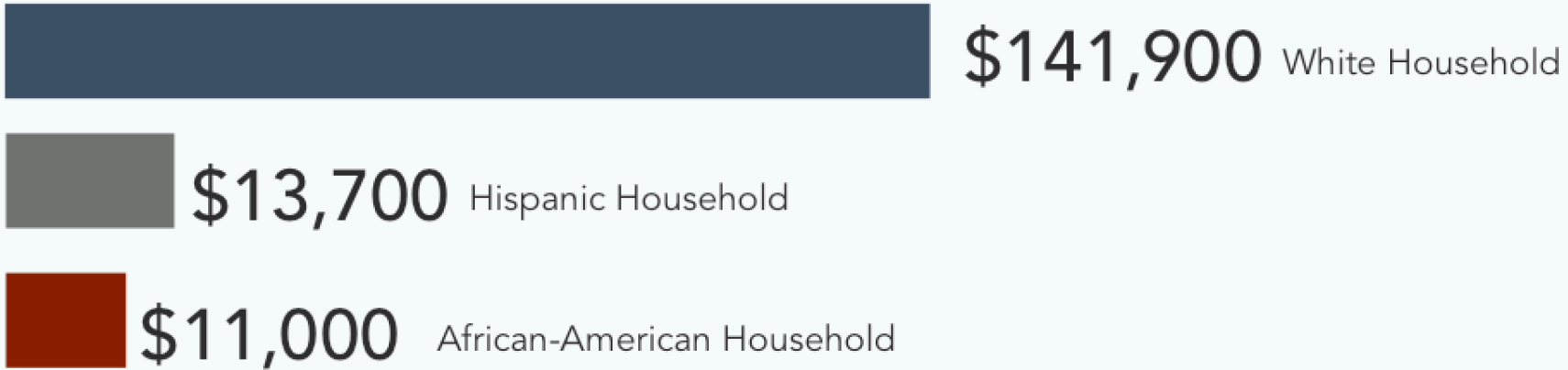
## Problem

Wealth inequality along racial and ethnic lines has widened to historic levels

## Why

African-Americans, women, immigrants and other minority groups are opportunity creators and this potential is not harnessed

## Household Net Worth Gaps



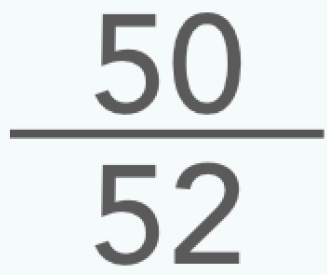
# Cincinnati, We Have a Problem

African-American Owned Firms Disproportionately Lower



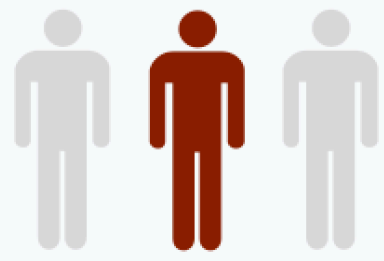
Despite representing nearly half of Cincinnati's population, African-American owned businesses account for only 18.3% of all businesses.

Among Worst for Economic Opportunity for African Americans



According to national publications, Cincinnati ranks as one of the worst in the country in terms of economic opportunity for African-Americans. Forbes ranks Cincinnati 50th out of 52 cities.

More People Living in Poverty



1 out of 3 live in poverty

More Cincinnatians are living in poverty now than in 2010. Nearly one in three Cincinnati residents are poor and almost half of the city's children live in poverty.

# The Old OTR...



# The New OTR...

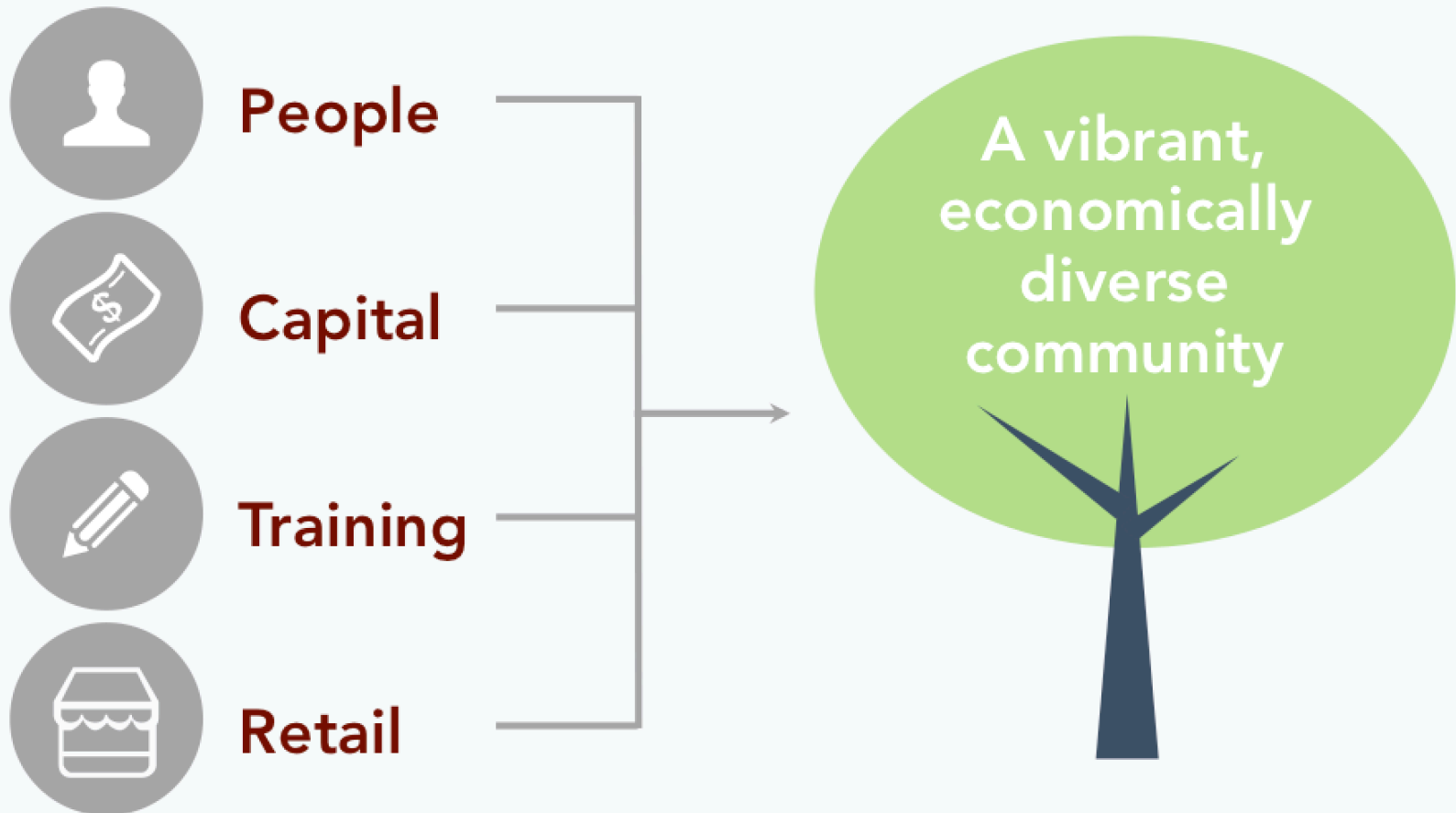








# Creating Economic Opportunity FOR ALL



# Building Communities Through Entrepreneurship

## Our Mission

Our goal is to empower minority entrepreneurs and businesses to succeed by creating opportunities to build communities through entrepreneurship.



**3/5**  
female  
entrepreneurs



**90%**  
entrepreneurs  
of color



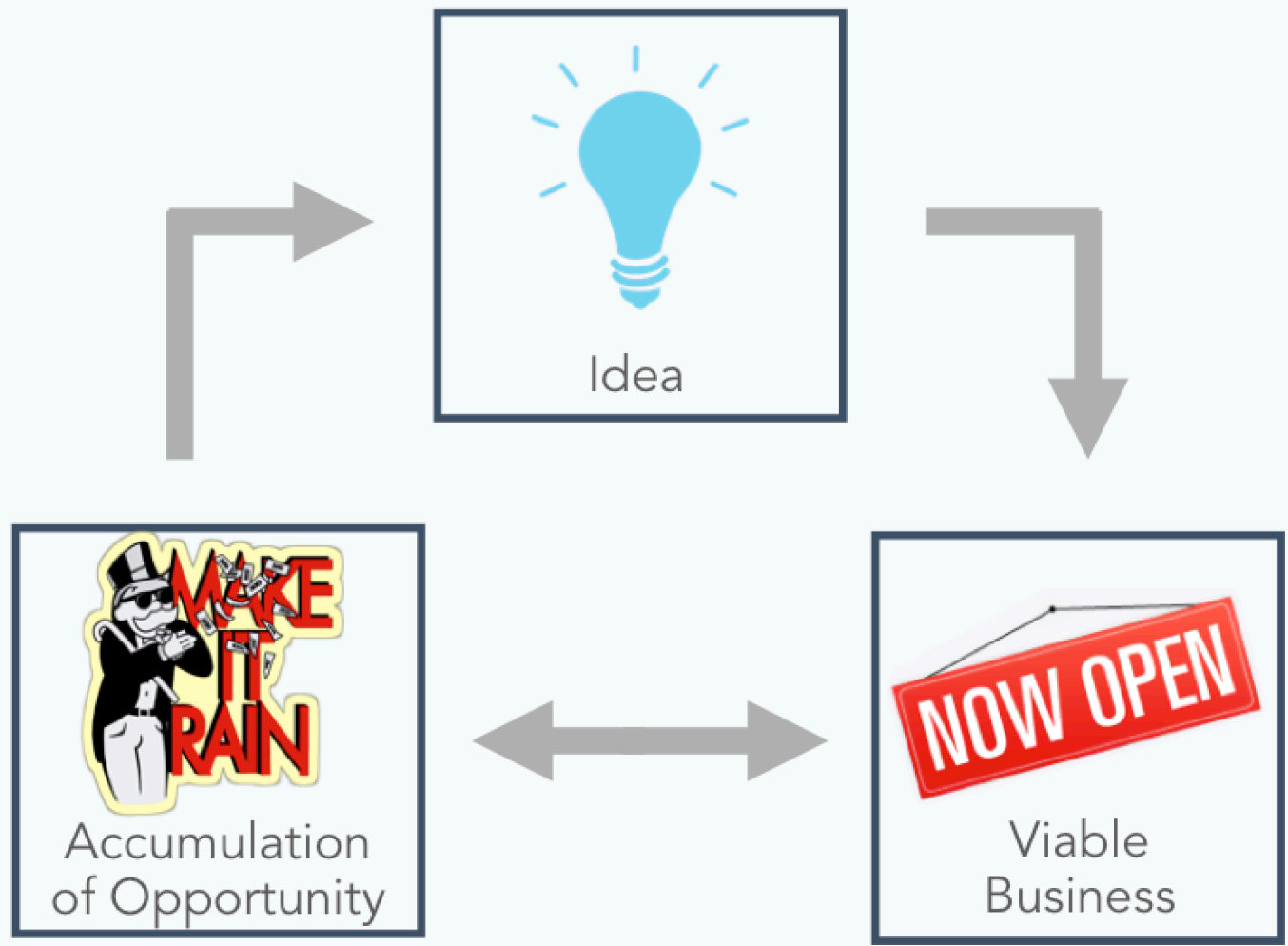
**\$26k**  
median income  
of students



**96%**  
graduation rate



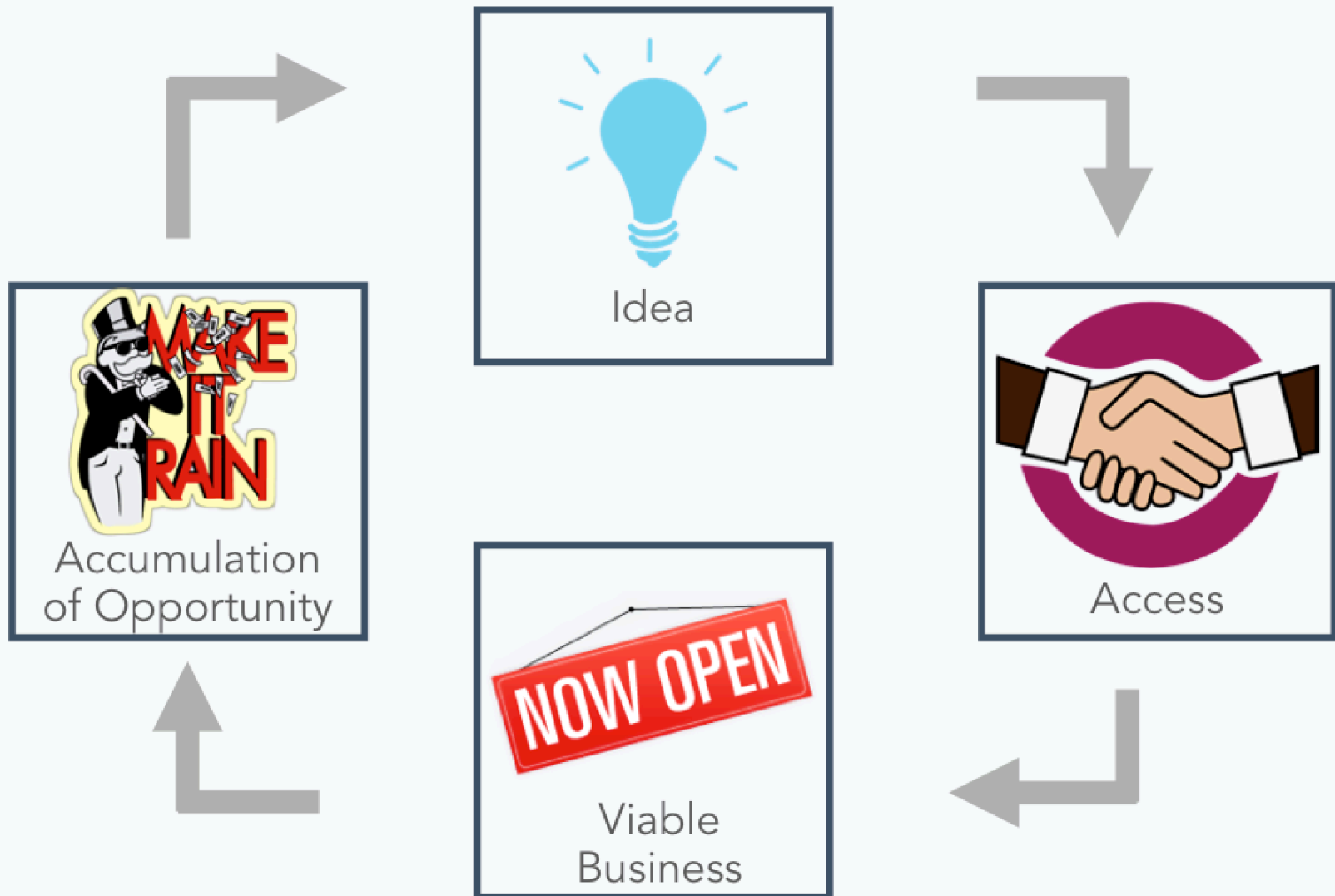
# The Myth of the American Dream



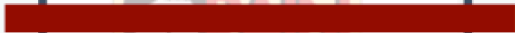
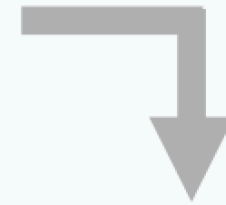
Started from the top  
now we here!



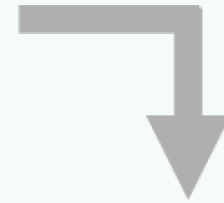
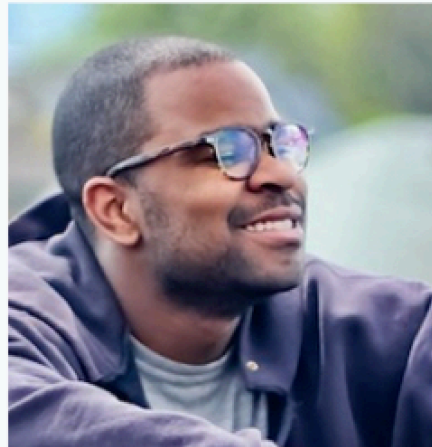
# The Reality of the American Dream



# The Reality for Many Minorities



# My Story: Part 1



Accumulation  
of Opportunity



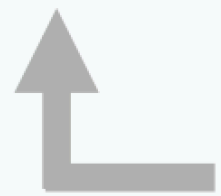
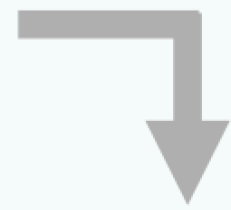
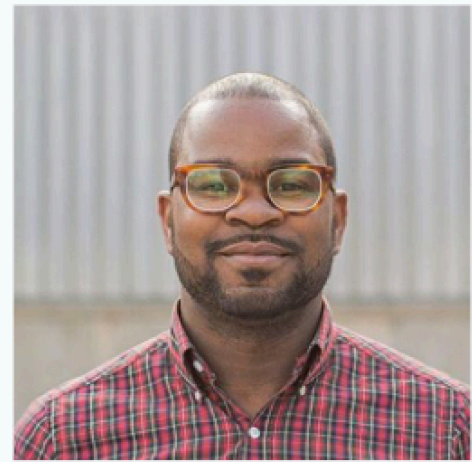
Viable  
Business



Access



# My Story: Part 2

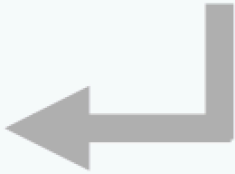
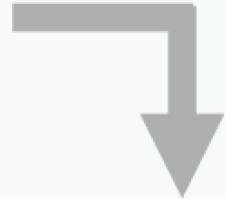


# From Prison to Prosperity



Anton Canady  
Founder of PUSH

Accumulation  
of Opportunity



# Homeless to the “Dream Job”



**Nyah Higgins**  
Founder of Jamerisol

Accumulation  
of Opportunity

COME SEE US THIS SATURDAY!  
- VEGAN & VEGETARIAN -  
**JAMERISOL**  
AMERICAN-AMERICAN SOUL FOOD  
SINCE 1987  
**FINDLAY MARKET**  
CINCINNATI  
**1801 RACE STREET**  
**[STALL #16]**  
@JAMERISOL @FINDLAYMARKET



**MORTAR**  
building communities through entrepreneurship



Networks are  
**EVERYTHING!**



## business training

100 entrepreneurs served through seven classes

Located in three Cincinnati neighborhoods

**300+ applications in queue and counting**

## pop-up shops

Opened two pop-ups in the Cincinnati region.

Opening third pop-up restaurant for food entrepreneurs in Fall 2016 and a co-working space in 2018

**Over 65 entrepreneurs and small businesses have utilized our spaces since 2014**

## recognition

2016 BALLE Fellow, Member of Cincinnati Chamber C-Change Class 11

Named by Cincinnati Magazine as the “Future of Cincinnati: Ones to Watch”  
**Named to Forbes’ 30 under 30: Social Entrepreneurs list**, featured on NBC Nightly News

“MORTAR and Brick OTR create great opportunity for more Cincinnatians. They’re going to create more roles in our city’s success story. And with their help, Cincinnati is going to be the best city in America to live, work, and raise a family.”

- Jay Kincaid, Mayor John Cranley’s Chief of Staff

# Changing the Face of Entrepreneurship



Class One: First Class



Class Two: Second to None



Class Three: THREE Peat



Class Four: Open 4 Business



Class Five: Indigo Girls



Class Six: SIXSESSFUL



**PROGRAM HELPS RESIDENTS BUILD BUSINESSES** **NIGHTLY NEWS**





**Let's change the  
world together!**



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**Visit our Website!**

[www.weareMORTAR.com](http://www.weareMORTAR.com)







**Derrick Braziel**

Cofounder and Managing  
Director, MORTAR

## Question & Answer



@DerrickBraziel

**SESSION**  
**Building a Culture of  
Opportunity**