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.
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

$141,900  White Household

$13,700  Hispanic Household

$11,000  African-American Household
Despite representing nearly half of Cincinnati’s population, African-American owned businesses account for only 18.3% of all businesses.

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 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...
Creating Economic Opportunity FOR ALL

People
Capital
Training
Retail

A vibrant, economically diverse community
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

Building Communities Through Entrepreneurship
The Myth of the American Dream

Idea

Accumulation of Opportunity

Viable Business

NOW OPEN

MAKE IT RAIN
Started from the top now we here!
The Reality of the American Dream

Accumulation of Opportunity

Idea

Access

Viable Business

NOW OPEN
The Reality for Many Minorities

- Idea
- Access
- Viable Business
- Accumulation of Opportunity
My Story: Part 1

Accumulation of Opportunity

Viable Business

Access

Make it Rain

Now Open
My Story: Part 2

Accumulation of Opportunity

Using Peer Support
Derrick Braziel turned Fellows peer support into $600k raise

BALLE
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

MAKE IT RAIN

MORTAR building communities through entrepreneurship

COMING SOON THIS SATURDAY!
1801 RACE STREET [STALL #16]
@JAMERISOL @FINDLAYMARKET
Networks are EVERYTHING!
Our Progress

**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
Let’s change the world together!

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Visit our Website!
www.weareMORTAR.com
Question & Answer

@DerrickBraziel

Derrick Braziel
Cofounder and Managing Director, MORTAR

SESSION
Building a Culture of Opportunity

Stanford Social Innovation Review
#SSIIRInstitute