

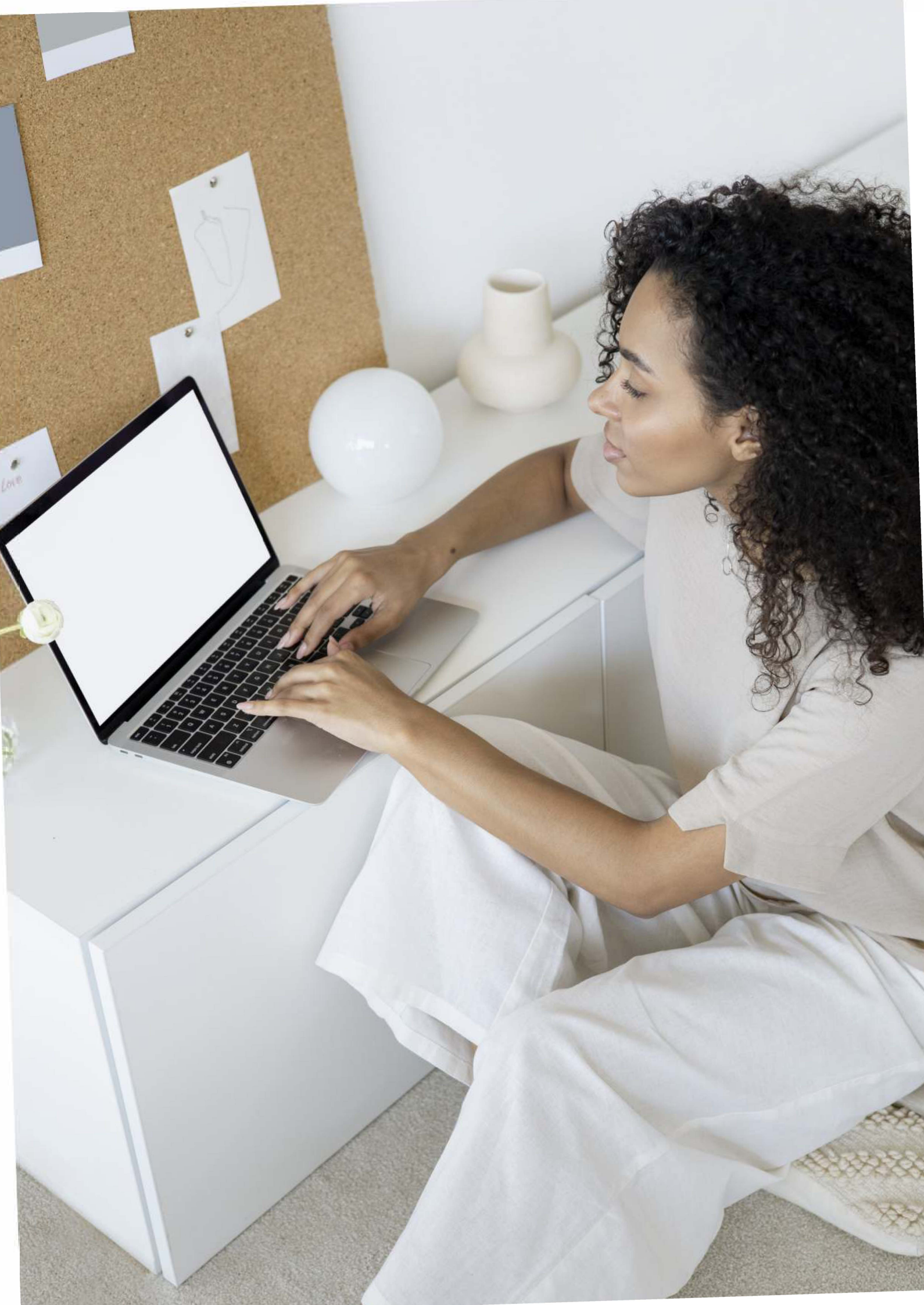
POWERED
BY

Zerret



**Fueling, Lifting & Transforming Underserved
Communities Through the Power of Entrepreneurship**

ENGAGEMENT & INVESTMENT MENU



About Us

Fueling, Lifting & Transforming Underserved Communities through Entrepreneurship

Powered by Zerret aka PBZ is a 501(c)(3) organization that empowers BIPOC entrepreneurs, focusing on women, to succeed through funding, mentoring, skills building, and networking. We believe that BIPOC women and other entrepreneurs in underserved areas fuel the growth of their communities and the broader economy through the financial success of their business enterprises.

PBZ's program structure is simple. Although our focus is on BIPOC women, at our discretion, we will also choose to work with other aspiring and existing entrepreneurs that are considered underserved/disadvantaged.

The ideal entrepreneur has an informal business or "side hustle" and is ready to take the business to the next level. He or she is at the edge of successfully transitioning to a formal 'legitimate' business. They need 'seed' funding, mentoring, and access to get there.

Each entrepreneur PBZ works with must commit to paying it forward by supporting other underserved/disadvantaged entrepreneurs.



"Venture, Equity and Conventional, funding sources have expanded in recent years, except for BIPOC entrepreneurs and for those with side hustles this market is non-existent, PBZ wants a role in closing this gap".



Terrez Thompson, Founder

Side Hustle



New Business Formation Rose by 42%

There is no doubt that the COVID-19 pandemic spurred innovation and business creation. The U.S. Census data showed new business formation rose by 42% in 2020. A recent Bank of America survey found that 62% of Gen Z'ers and 56% of Millennials started a side hustle since the pandemic began. The survey found that the key motivators were the desire to earn extra money (53%) and fill free time effectively (36%).

Hustling vs A Job

"Hustling" traditionally refers to income-generating activities in the informal economy. The term has also become synonymous with job-adjacent work that looks like it is embedded in the formal economy.

It is important to note that a side hustle is not a part-time job. A side hustle is something you create for yourself, a way to make money while pursuing an interest, hobby, or passion.

Side hustles are viable entryways to the U.S. business market. Powered by Zerret's grants ensure that BIPOC and other underserved communities do not miss this economic growth period.



"New businesses do all kinds of great things for the economy — everything from spurring innovation to creating lots of jobs to injecting more competition into the marketplace. These are the things that make an economy stronger in the long run, which is why this recent boom is so exciting. If it continues, it really could put the US economy on a permanently better path."



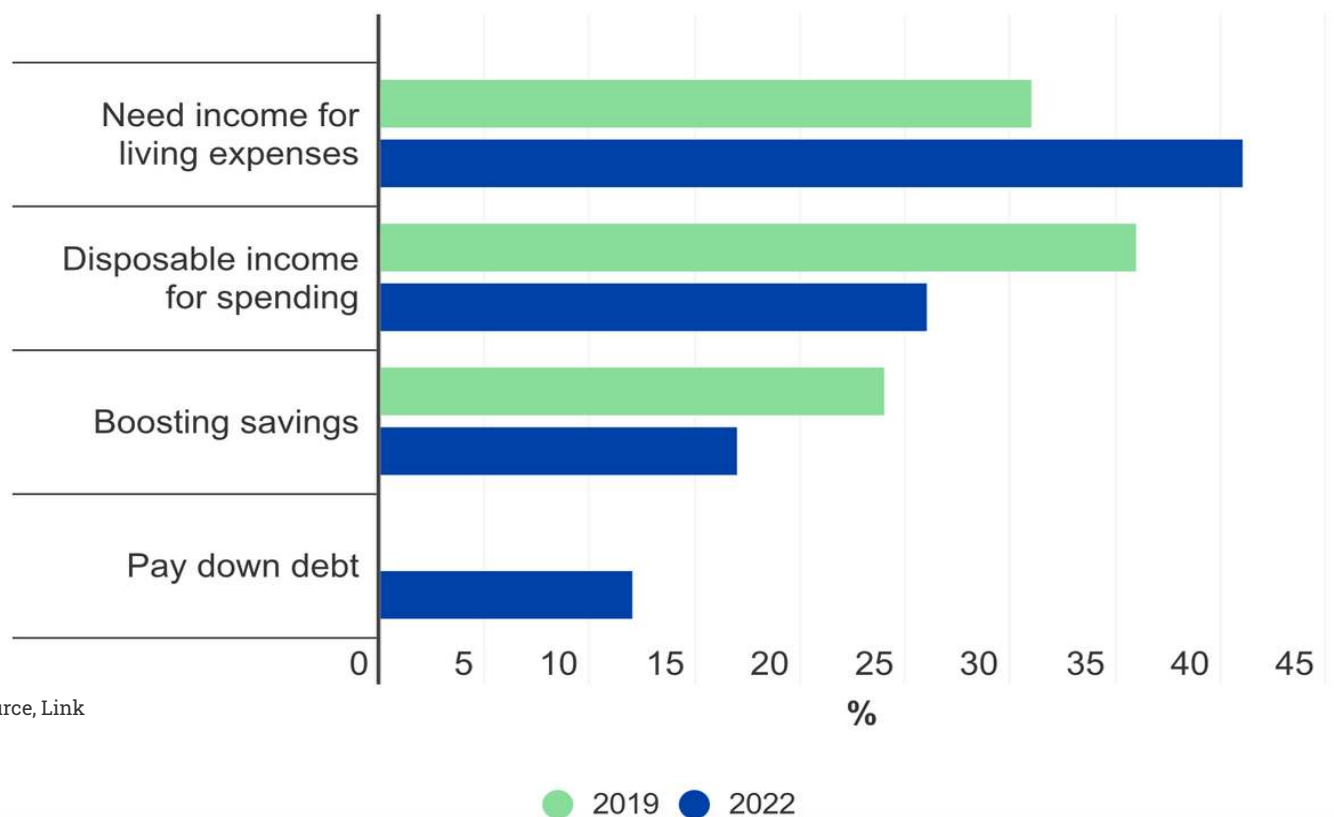
PBZ Impact

Since June 2021, PBZ has granted \$102,000 to 40 grantees across the U.S. The average grant was \$2,550

The grantees used their funding for inventory, general operating capital, technical support, office space, headcount, licenses, and other business enablers.

More Americans working side gigs to survive in 2022

We asked: Which one of the following best describes what you use the extra money you earn on the side for?



According to Side Hustle Nation, the most popular side hustles are online businesses (blogging, online courses, and affiliate marketing), freelancing and consulting, eCommerce, investing (real estate, crypto, stocks, etc.), self-publishing, local services (cleaning, notary services, pet waste removal), and gigs (DoorDash, Uber, etc.).



Source, Link

Timothy Floyd, The Woodworking Entrepreneur Who Lives For Sawdust And Happiness!



Timothy Floyd's passion for woodworking started out of necessity. Now his business is taking off! Timothy is the owner of TK WoodWorx, LLC, a business that specializes in custom woodworking. Floyd is one of the many Entrepreneurs Powered By Zerret, Inc. (PBZ) supports with its grant! The business was born out of necessity. He was a broke college student and needed a headboard. His fraternity brothers showed him how to use a table saw and nail gun. "After that, it was sawdust and happiness ever after!" said Floyd. Everyone knows that starting a small business takes determination and inspiration. Floyd's inspiration came from his willingness to take on new projects. "It inspired me to scour the internet to become better and better constantly!" he said. Regarding the PBZ grant, Floyd states that it helped him get his foot in the door with how to promote his business. "Everything from getting stickers and business cards to being able to afford the upfront fees to starting a professional website and getting custom shirts made to wear everywhere I go!"

If you scroll through Pinterest or enjoy watching HGTV, TK WoodWorx is the place to go! "If you've seen it done or have a crazy idea, let's talk and make your dream come true," says Floyd. Be sure to follow Timothy Floyd and TK WoodWorx on Social Media! www.TKWoodWorx.com is his website, @TKWoodWorx on Instagram and Facebook, and @makingstuffwithtim on TikTok!

My Girlfriendz Place

Winter 2021 PBZ Grant recipient Connie Spruill is working hard to ensure every woman feels seen, connected, and loved. Her business, **My Girlfriendz Place, a boutique, café, and meeting event space, is helping her accomplish that goal. Her inspiration for creating an environment for support came after a personal struggle.** She found that the people who said they would be there for her had vanished. "I needed my best friend, the one who had known me since second grade and would know exactly how to encourage and strengthen me. I wondered if I could create a space for women who need the same." Spruill says. She didn't let her hardships define her. Instead, she used them as inspiration for a business designed to allow women to support each other. Even when things get overwhelming, seeing the results of her hard work is enough to keep her going. Her story is inspirational as she carved out a space for women to be supported. "Nothing pumps me up more than hearing someone say that they feel the warmth and the love. Often, people don't want to leave; that makes it all worthwhile." Spruill states. She uses the PBZ grant to ensure that her business is legally compliant. "With any overage, we plan to relaunch and maintain the website and do some things to enhance our curb appeal."

If you are a woman, no matter what age, who goes above and beyond for others but never relaxes or takes time for herself, consider visiting My Girlfriendz Place. It's the place to go, whether you're a woman who supports women or you want to find a friend. Be sure to follow Connie Spruill and My Girlfriendz Place on social media! www.mygirlfriendzplace.com is her website, @MyGirlfriendzPlace is her handle on Facebook, and her Instagram handle is @MyGirlzPlace!





Courtney Brown and Brown Girls Beauty CO - Turn Natural Passion Into A Business

Unapologetic, Comforting, and Encouraging. These words describe January Courtney Brown, the owner of Brown Girls Beauty CO and Summer 2021 PBZ grant recipient. It all started when Brown, a natural empath, wanted to create a platform to uplift and encourage women. "I love encouraging others to be their sure self and be unapologetic about it and making their beauty routine personal.", she said. Without any help or experience from other business owners, she took a chance and opened her business. By doing so, she found that she was a natural entrepreneur, "Connecting with our customers and providing them with quality products creates relationships that keep them coming back to buy more products. God continues to bless and guide me through the process." Brown states. A lot of pressure comes from running one's own business, but Brown has never cracked! When asked if she ever considered giving up on her dreams, she said, "Never; there is still so much work to be done to help women look good and feel good at the same time!". She's been putting her PBZ Grant to good use too! With it, Brown Girls Beauty Co. was able to upgrade its website, buy more inventory, and upgrade its marketing.

Are you a black woman who's looking for cosmetics but doesn't feel seen by the beauty community? If your answer is yes, consider supporting January Courtney Brown and Brown Girls Beauty Co.! You can find her on Facebook @BrownGirlsBeautyCo and Instagram @BrownGirlsBeauty.Co



Engagement Menu

Call for Support

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PBZ Side Hustle Society

\$125,000 and Greater Transforming

The transformative donation will impact 20 to 30 grantees from \$2,500 to \$5,000.

\$5,000 to \$124,999 Lifting

The transformative donation will impact 2 to 15 grantees from \$2,500 to \$5,000.

\$10 to \$4,999 Fueling

\$2,500 100% of the Average Grant
\$1,250 50% of the Average Grant
\$500 Technology Support
\$100 Purchase Licenses

Society Benefits

- Access to Founder/CEO expertise as it relates to - Diversity, Supplier Diversity &
- Development, Speaking engagements, Broader supplier, finder, expert network
- Participation in PBZ fireside chats and other speaking opportunities with Entrepreneurs
- Access to entrepreneurs: Pipeline, Programming Inclusion in sponsored entrepreneurship development program
- Highlighted on PBZ Website

Join Us Today



Click Here

Text **PBZ** to **41444**



Scan



Mentorship

The Founder & Chair of PBZ will identify 1-5 entrepreneurs a year for direct and indirect mentoring as needed.

Connection

PBZ has a vast network of resources (corporations, nonprofits, and advisors) that provides our grantees access to tools, capabilities and expertise that can transform their side hustle businesses to established formal enterprises.

Innovation Pipeline

For corporations, an untapped resource to expand their Supply Chain pipelines with innovative, nimble, and agile diverse business enterprises.



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