



## PRESS RELEASE

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# The Black Seed Accelerator to supercharge Black tech-led startups in Alberta, Saskatchewan and Manitoba

## NEWS RELEASE

*A 12-week Black Seed Accelerator Program for Black tech-led founders and startups in the Canadian Prairies (Alberta, Saskatchewan, Manitoba) is designed for early-stage startups that want access to curriculum, community, and coaching to launch their big idea to market confidently.*

EDMONTON, ALBERTA, October 04, 2021 – Aiming to supercharge Black tech-led startups, Black Business Ventures Association BBVA announced their first-ever Black Seed Accelerator Program for Black tech founders in Alberta, Saskatchewan and Manitoba. The Black Seed Accelerator Program amplifies and supports the best Black-led tech startups for Black founders by Black industry experts.

BBVA believes Black-led startups and tech-enabled businesses in Canada have the potential to present massive market impact and opportunities in an industry where only 2.6 percent of the tech workforce in Canada are Black (Brookfield Institute: 2019). This can be seen as a representation and diversity problem, but BBVA sees it as the most significant opportunity to invest in underrepresented Black tech founders.

Canada is vastly becoming home to a growing and diverse network of tech ecosystems vital for the nation's economic growth. However, there are gaps in the participation of underrepresented Black tech founders, startups and tech-enabled businesses. Black Business Ventures Association (BBVA) is on a mission to support Black tech founders and startups with opportunities to engage with and contribute to their local innovation ecosystem fully and, in the process, capture target market opportunities.

Much of the interest in the accelerator program has been triggered by Canadian governments at all levels betting on technology to propel our economy forward. BBVA's accelerator program is dedicated to being a catalyst in setting up Black-led tech founders. There is no cost for participation once applicants qualify, and they do not have to give up any equity to participate. In addition, the program is fully flexible and remote, making it easy for participants to gain accessibility and be part of a community.

[Learn more about The Black Seed Accelerator](#)

## **About Black Business Ventures Association( BBVA)**

BBVA is on a mission to help establish 1000 successful Black-led tech and tech-enabled businesses in Canada by 2030. The Black Seed Accelerator Program will be a catalyst in ensuring that Black tech founders are at the forefront of that growth and acceleration.

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