



PRESS RELEASE

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Mwanzo Business Program will support aspiring Black entrepreneurs in Alberta, Saskatchewan and Manitoba to create and start profitable businesses.

NEWS RELEASE

Mwanzo Business Program is a high-touch program for aspiring Black entrepreneurs, business owners, innovators, visionaries, youths, creatives, and street entrepreneurs looking to start a profitable business idea that they can package, plan, profit, and promote in 30 days.

EDMONTON, ALBERTA, February 14, 2022 – Aiming to supercharge Black-led startups, Black Business Ventures Association (BBVA) announced a new program called Mwanzo Business Program. Mwanzo Business Program is for Black aspiring and existing entrepreneurs in Alberta, Saskatchewan, and Manitoba to go from ideation to implementation of their business idea in 30 days. Mwanzo means beginning in Swahili. The Mwanzo Business Program is a program that takes Black aspiring entrepreneurs through the beginning steps of starting a new venture. The program provides the necessary foundational support that most Black entrepreneurs typically ignore. It is at the core of the Mwanzo Business Program, which amplifies and supports the Black community by helping accelerate and increase the number of Black-owned businesses and entrepreneurs create more income and impact in their community.

Many Black entrepreneurs in Canada (36%) do not qualify for funding programs because they do not meet eligibility requirements (Black Chambers of Canada Feb 2021). Most of these entrepreneurs lack the social capital and networks to successfully set up businesses for funding. In addition, many programs providing access to entrepreneurial capital and financing do not make a targeted effort to address challenges within Black communities.

Canada is vastly becoming home to a growing and diverse network of novice entrepreneurs. However, some barriers make it difficult for Black entrepreneurs to enter the market. Black Business Ventures Association (BBVA) is on a mission to pave the way for aspiring Black entrepreneurs to be part of the economic growth in Canada.

The Mwanzo Business Program introduces core business foundations for those who want to ignite their entrepreneurial desires and aspire to create a business that will give them the financial and lifestyle freedom they desire. There is no cost for participation but time, creativity and passion. The Mwanzo Business Program is fully flexible and remote, making it easy for

participants to gain access to the program and the community as they create and start their next business idea.

[Learn more about Mwanzo Business Program](#)

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 business and tech founders are at the forefront of that growth and acceleration.

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