

THE STREET VENDOR ENTREPRENEURSHIP ACCELERATOR PROGRAM

2023 Cohort

URBAN
JUSTICE
CENTER



Street
Vendor
Project

AGENDA

1	Introductions
2	Background
3	Community Guidelines
4	Co-creating a Learning Space

5	Lunch
6	Cohort Program
7	Vision, Goals and Expectations
8	Documents

Introductions

1. Name
2. Type of vendor
3. Place of work
4. Why you started vending
5. How are you today



Would you all be interested in starting up a cohort group chat?

Background

Here is a quick overview on how the Street Vendor Entrepreneurship Accelerator Program came to be



Mission

The Street Vendor Project is the only organization in NYC who supports and advocates for the rights of street vendors

Advocacy

Through advocacy, SVP has been able to successfully pass 2 bills that address the needs of the community

Growth

Through the years we have established the spaces the small business program, aimed at making resources accessible

Cohort

Through the years we have established and created resources to share with a group eager to learn new skills to continue growing

Community Guidelines



- Approach each other with care, respect, and curiosity
- Practice vulnerability
- Commit to making the space and learnings accessible
- Take space, make space
- Use an oops & ouch framework
- Act thoughtfully and carefully — not reactive
- Value folks entering the space and contributing without expectations on participating in the “right” way
- Take care of yourself as you need to! Eat, breaks, bio breaks, stretch, etc.

Co-creating a Learning Space

What are some values does this space have, what doesn't it have?

DOES

- MOTIVATION, RESPECT, LEADERSHIP, PUNCTUALITY, CREATIVITY, VISION, WILL TO BETTER ONE'S SELF (DETERMINATION)
- DETERMINATION, SUPPORT, HELP, LOVE
- CONFIDENSE, LEARNING, LANGUAGE ACCESSIBILITY
- LOVE FOR THE WORK THAT WE DO
- MUTUAL RESPECT, CUSTOM, CULTURE, TOLERANT TO ALL, RESPECT EACHOTHERS THOUGHTS AND OPINIONS
- SHARE OUR IDEAS AND MOTIVATIONS WE HAVE

DOESN'T

- DISCRIMINATION, HATE TOWARDS
 - RACE, COLOR, TYPE OF WORK
 - INDIGENOUS LANGUAGES
- LAZINESS, LACK OF MOTIVAITON, BAD TEMPERMENT

LUNCH BREAK!

In your own words: what is an entrepreneur?



start a business
creative
decisive
be a little crazy in your ideas
lose fear
put in practice what you want to do
Start from the bottom and be positive
be Persistent
Have a healthy work life balance
believe in yourself

Cohort Program Schedule

What can we expect to learn this week?

4/16 Business Overview	4/17 Compliance + Budgeting	4/18 Branding
<i>What is a business plan?</i>	<i>What do we need to legitimize a business?</i>	<i>What is branding?</i>
<i>Why is a business plan important?</i>	<i>Why is budgeting important?</i>	<i>Why is branding important?</i>
<i>How to we create a business plan?</i>	<i>How do we start budgeting?</i>	<i>How do we create a brand?</i>

May - December

June

Business bank accounts
& E-payment systems

October

Budgeting check-in

July

Catering, street fairs &
essential documents

November

Services for small
businesses

August

Social media tips &
tricks

December

Close out

September

Help us, help you!

What Tools Would an Entrepreneur Need to Know?

September

December

- Grants and loans – requirements
 - For immigrant
- License to open up a restaurant / store front
- How to use e-payment systems in our work / delivery apps / amazon
- How to get a credit card
- How to budget your items to gain a profit
- How to comply with your taxes
- How they open a business account – sales tax ID, how they can pay in advance
- How to create a website

Setting Goals

How do you envision to grow by the end of this program?

GOAL 1 - YOURSELF

- Serve society with just prices and great quality
- Learn more about how to open a legal business
- How to get a permit
- Help others & teach others
- Learn more and put things into practice
- Achieve our dreams & be persistent
- Be independent and work for myself
- Learn more about technology to deliver great customer service

GOAL 2 - BUSINESS

- Create a tradename
- Hire some employees to learn
- Gain a good profit
- Open up a storefront
- Have a successful business with great customer service
- Find out what kind of business to have
- Grow my business by following city laws

Best Practices

How can you achieve these goals? What can this group do to help?

GOAL 1 - YOURSELF

- Give yourself a timeframe to put into place your ideas - find the requirements: Get a food truck, restaurant (current food cart is requires intense manual labor)
- maintain motivation
- Continue education, watch videos, continue reviewing out products and inovate to create better products

GOAL 2 - BUSINESS

- Restructure, manage better, find resources, get connected to other orgs
- Getting legal and practical information, get an appropriate license, create a business plan, attend exhibitions to find the best quality items, expand his number of customers through marketing
- Economic resources, how to get connected to this
- Economic support, get connected to commissaries

15 MIN BREAK!

Participation Breakdown

Week 1	Monthly
<i>Participation: 20 hours</i>	<i>Participation: 4 hours</i>
<i>Stipend: \$400</i>	<i>Stipend: \$96</i>

Transportation
<i>Metrocard covered for all sessions!</i>

**Please make sure to
hand in all your
contracts!**

Have questions? Reach out.



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