# THE STREET VENDOR ENTREPRENEURSHIP ACCELERATOR PROGRAM

2023 Cohort



## AGENDA

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### 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

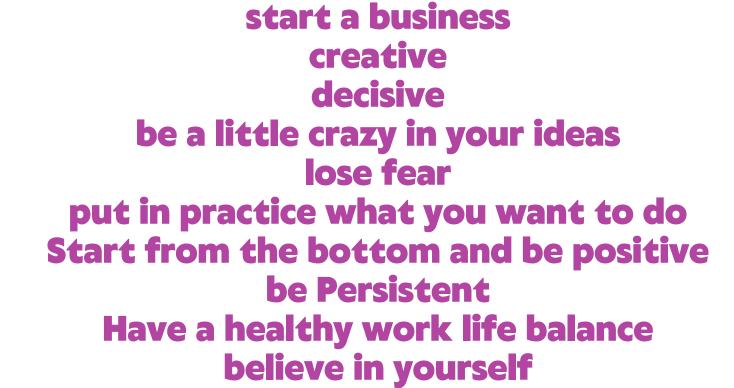
### **DOESN'T**

- 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 <u>entrepreneur</u>?







## Cohort Program Schedule

What can we expect to learn this week?

**4/16 Business Overview** 

4/17 Compliance + Budgeting

4/18 Branding

What is a business plan?

What do we need to legitimize a business?

What is branding?

Why is a business plan important?

Why is budgeting important?

Why is branding important?

How to we create a business plan?

How do we start budgeting?

How do we create a brand?

## 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

Participation: 20 hours Participation: 4 hours

Stipend: \$400 Stipend: \$96

**Transportation** 

Metrocard covered for all sessions!

# Please make sure to hand in all your contracts!

## Have questions? Reach out.



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