

# Join the MyGroove Design, Inc. Creative Incubator Program at the African American Art & Culture Complex [→ Apply](#)

## [Today](#)

We are thrilled to announce the launch of the MyGroove Design, Inc. Creative Incubator Program at the African American Art & Culture Complex — a transformative 6-month Seed Accelerator designed to support and elevate small businesses, entrepreneurs, artists, and nonprofits facing capacity and financial challenges.

**Applications DUE: Friday, August 16, 2024**

**Pitch Session: Saturday, September 7, 2024**

**Final Selection Announcement: Friday, September 13, 2024**

**Program Launch Date: October 2, 2024**

Our program offers an immersive and interactive experience specifically tailored to provide you with the essential tools, strategies, and support needed to develop a compelling brand and achieve sustainable business growth. We understand the unique challenges you face and are committed to helping you overcome them, enabling your business to thrive in today's competitive market.

Don't miss this chance to elevate your business and join a community of passionate, forward-thinking entrepreneurs. Apply now and let's build a brighter future together!

## Why Join the MyGroove Design, Inc. Creative Incubator Program at the African American Art & Culture Complex

The Creative Incubator Program at the African American Art & Culture Complex aims to build a thriving community of interdependent businesses that work together to create a sustainable and impactful business model. As one of the selected participants, you will receive comprehensive support, including:

- **Expert Guidance & Mentorship:** Gain insights from seasoned professionals and industry experts in brand strategy, marketing, financial planning, and business development to refine your business model and strategies.
- **Collaborative Ecosystem:** Work alongside other motivated entrepreneurs, sharing knowledge and resources to build a sustainable ecosystem.



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- **Comprehensive Weekly Workshops:** Participate in weekly hands-on workshops designed to address every aspect of your business, from brand identity, and positioning to market strategy, and business growth.
- **Sustainable Growth:** Develop a robust brand strategy, refine your business model, and prepare for a successful market launch.
- **Tailored Toolkits:** Access valuable resources designed to address your specific business needs to ensure long-term success.

## Program Highlights

- **Weekly Workshops:** Engage in 8-9 hours of intensive, interactive sessions every week, designed to equip you with the skills and knowledge needed to thrive.
- **Pitch Competition:** Compete for a spot in our program and showcase your business to a panel of experts.
- **Ecosystem Development:** Collaborate with a cohort of like-minded entrepreneurs, creating a network of interdependent businesses that support each other's growth.

## About the Program

With expert mentorship, interactive workshops, and a collaborative ecosystem, this program will provide you with the tools and support needed to help you build a sustainable and thriving business.

- **Month 1 (Creative Mindset):** Workshops on brand strategy, vision, mission, core values, and operational concepts.
- **Month 2 (Plan of Action):** Focus on target audience identification, market segmentation, and customer journey design.
- **Month 3 (Roadmap to Innovation):** Brand identity development, visual design, and style guide creation.
- **Month 4 (Soft Launch):** Execution of branding and launch action plans, go-to-market strategy, and soft launch execution.
- **Months 5-6 (Post Soft Launch & Growth):** Comprehensive support for branding, marketing, and business strategy integration.

## Who Should Apply

We are looking for passionate and dedicated entrepreneurs who meet the following criteria:

1. **San Francisco County-Based Business:**
  - Located and operating within San Francisco County.
2. **Black or Brown Entrepreneur with a Registered Business:**
  - Officially registered business owned by Black or Brown (> 50%) entrepreneurs.
3. **For New Business Ventures or Brand Extensions:**
  - Less than 3 years old with experience in operating a business or an existing brand extension.



- Generating a minimum of \$2K in monthly revenue.
- 4. **For Established Businesses:**
  - More than 3 years in operation and generating over \$60K in annual revenue.
- 5. **Team Size:**
  - Up to 10 employees.

## Application Process

To apply, please complete the [application form](#) by **Friday, August 16, 2024**. The application process includes questions about your business, challenges, and goals, allowing us to understand how best to support you. Your application will be carefully reviewed by our selection committee, and shortlisted candidates will be invited to present their business ideas in a pitch session.

## Important Dates

- **Application Deadline:** Friday, August 16, 2024
- **Application Review Period:** August 16, 2024 - August 30, 2024
- **Pitch Preparation Workshop:** Friday, September 6, 2024
- **Pitch Presentation Day:** Saturday, September 7, 2024
- **Final Selection Announcement:** Friday, September 13, 2024
- **Program Launch:** Wednesday, October 2, 2024

 [Apply Now!](#)

We believe in the potential of your business, the power of community and are committed to providing the support you need to succeed. By joining this program at the African American Art & Culture Complex, you will not only receive invaluable support for your business but also contribute to a thriving ecosystem of interdependent businesses, working together to create a sustainable and impactful business model for Black and Brown Businesses in San Francisco and beyond.

If you have any questions or need further information, please do not hesitate to reach out to us at [creativeincubator@aaacc.org](mailto:creativeincubator@aaacc.org). We look forward to your application and the opportunity to support your business journey.

Together, let's build a future where your business can thrive and make a lasting impact!



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