



## **Breedlove Entrepreneurship Center Offers 19 Black Women Entrepreneurs Exclusive Coaching from “Mr. Starbucks,” World-renowned Branding Expert Stanley Hainsworth**

*Expert Contributor to Accelerator Program Helps Black Women Entrepreneurs Transform Their Businesses into National Brands*

CHICAGO, IL (September 28, 2022) — Nineteen successful Black women entrepreneurs will have access to an exclusive workshop and mentoring from Stanley Hainsworth, AKA *Mr. Starbucks*, as part of the curriculum of the third cohort of the YWCA Metropolitan Chicago’s [Breedlove Entrepreneurship Center](#).

Participating Black women business owners will have an opportunity to strengthen their brands and improve their storytelling, with the invaluable help of Hainsworth, the world-renowned marketing expert behind Starbucks, Lego, Nike and other global powerhouse brands.

In October, Hainsworth, the Chief Creative Officer of Seattle-based Tether, will lead one of the accelerator program’s workshops on critical elements for creating and refining the story behind a business’s brand narrative. Hainsworth will be joined by Tether’s senior design team, who will provide their consultation services to the entrepreneurs at no charge. The effort will culminate in a Shark Tank-style competition in which the winning entrepreneur will receive a full creative engagement from Tether, valued at \$50,000.

“Tether believes that as brands, we are the stories we tell,” said Hainsworth. “Every enduring brand started with an entrepreneur that took a chance. To be able to partner with these amazing Black, female entrepreneurs to help them grow their brand to the next level is a chance to be part of something that will improve every community,” said Hainsworth.

“The YWCA and our Breedlove Entrepreneurship Center are extremely fortunate to have Stanley Hainsworth supporting our cohort members,” said Robert Johnson, Chief Economic Inclusion Officer and General Counsel for YWCA Metropolitan Chicago. “Stanley is responsible for some of the world’s most iconic brands, and we know his efforts will help our entrepreneurs refine their brand narratives and further grow their businesses,” he added.

Black women represent the fastest growing segment of entrepreneurs, but they access just a fraction of the funding and support that white-owned businesses receive. The YWCA

Metropolitan Chicago's Breedlove Entrepreneurship Center, in partnership with Below the Line, Inc., and funders like William Blair & Company and the Coleman Foundation, is addressing this problem through this small business development initiative.

The 19 entrepreneurs enrolled in the 2022 Breedlove cohort are part of a unique accelerator program focused on growing businesses in the food and beverage, consumer packaged goods, health and beauty, media and professional services industries. The Breedlove Entrepreneurship Center arms entrepreneurs with tools and knowledge on marketing, finance, sales forecasting and strategy, with an end goal to scale, gain more funding, or grow through acquisition.

YWCA's Breedlove Entrepreneurship Center is named for [Madam C.J. Walker](#), America's first self-made female millionaire. Born to formerly enslaved parents as Sarah Breedlove, and orphaned at the age of six, she rose to success with sheer determination and grit. Breedlove built a hair care empire which employed 3,000 workers and trained 20,000 "Walker's Agents," creating sales jobs and a pathway to the middle class for many Black women. In that spirit, we are empowering women of color to "open their own shops," grow their own empires, and endow the next generation of Madam C.J. Walkers.

Entrepreneurs interested in the next Breedlove Entrepreneurship Center cohort can visit <https://ywcachicago.org/our-work/economic-empowerment/breedlove/> to apply and learn more about the program.

### **About YWCA Metropolitan Chicago**

Founded in 1876, YWCA Metropolitan Chicago is a social enterprise committed to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. As a leading association among a national network of more than 200 YWCAs, YWCA Metropolitan Chicago touches tens of thousands of women and families annually through comprehensive human services provided across the region. YWCA Metropolitan Chicago is a leader in the areas of sexual violence support, early childhood and child care provider services, family support, youth STEM programming and economic empowerment. A commitment to racial justice, equity and inclusion is foundational to all YWCA programs and services. Located in the third-largest American city, YWCA Metropolitan Chicago serves as a national incubator for innovative programming, outreach and engagement strategies. YWCA Metropolitan Chicago works at both the individual and systems levels to create the truly inclusive marketplace necessary for a diverse and balanced economy. The organization is an active member of many national, state, county and city-level coalitions, advocating for policies that combat racism and positively affect women and families. Learn more at [www.ywcachicago.org](http://www.ywcachicago.org) and follow @ywcachicago on Twitter, Instagram, Facebook, LinkedIn and YouTube.