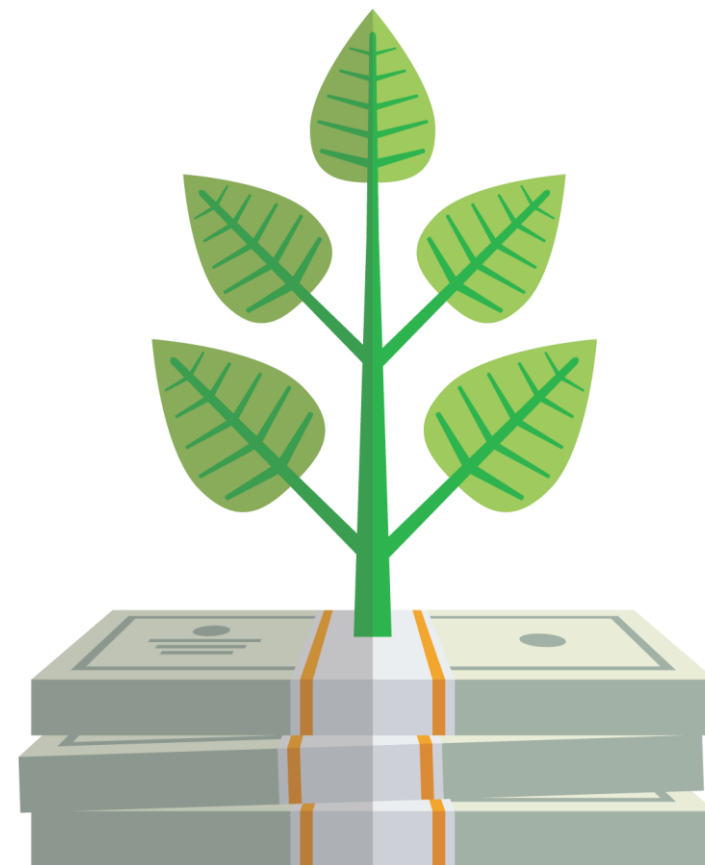




*Financial Learning You Take Everywhere*

# Summary

1. Mission and History
2. Core offerings
3. Partners
4. Timeline
5. Testimonials



# Mission & History

- ▶ FLYTE (an acronym for “Financial Learning You Take Everywhere”) is a 501(c)(3) nonprofit based in New Orleans, Louisiana
- ▶ Our mission is to empower entrepreneurs and families with the skills and resources they need to overcome systemic financial inequities

## *History*

- ▶ Founded in 2017 after a series of financial wellness workshops with Liberty’s Kitchen & Propeller
- ▶ Two years spent building relationships with partners in the city and designing our first programs from the ground up
- ▶ Launched our first programs in 2019



# Flyte Leadership



Alexander Bigbie 'Bigbie', MA  
*Founder & Director*

- ▶ Founder and Executive Director of Flyte (2017-present)
- ▶ Former Associate Director at Barclays Corporate and Investment Bank, London UK (2011-2016)
- ▶ Financial consultant for 200+ small businesses through Propeller and Fund17 in New Orleans (2017-present)
- ▶ Goldman Sachs 10,000 Small Businesses and New Orleans Regional Leadership Graduate
- ▶ MA in English Literature and Modern History from University of St Andrews
- ▶ Professional Certificate of Banking from University of London

# Our Two Core Offerings

- 1. Entrepreneur Empowerment Program** - A 12-month program designed by Flyte for 60 small, early-stage businesses, the majority of which are owned by Black women. This program focuses on industries that form the pillar of New Orleans culture including: food & beverage, arts, music, and retail.
- 2. Community Partnership** - We assist local organizations in preparing their financial wellness programs. This includes colleges and nonprofits as well as medium and large-sized businesses. To date, we have delivered financial learning to 1,200 individuals and 120 small businesses. We provide these services free of charge to all our cohort members.

# Entrepreneur Empowerment Program

Each entrepreneur has access to the same resources over 12 months:

- ▶ 16+ hours of personal and business finance training
- ▶ 5+ Hours of non-financial business training
- ▶ 40+ hours of professional mentorship
- ▶ Access to free and discounted professional services (marketing, business plans, bookkeeping, pricing, operations consultancy and more)
- ▶ Access to free financial planning resources
- ▶ Interest free micro loans

# 12 Month Entrepreneur Empowerment Program

## 60 Member Cohort

Identified through partnerships with local business accelerators as well as our own marketing campaigns



### We Manage:

- Training
- Syllabus
- Logistics
- Mentorship
- Business connections
- Data gathering
- Loan preparation



### Financial institutions

Provide free training to our cohort

### Business service providers

Our cohort has access to a range of free and low-cost professional services, including:

- Legal
- Marketing
- Website
- Bookkeeping
- Fundraising
- Accounting
- Hiring

# Behavioral outcomes

Our Second program ended in April 2023. Some outcomes:

- ▶ Average personal credit scores increased 36 points
- ▶ All businesses obtained full registrations with IRS and Secretary of State
- ▶ All owners separated personal and business finances
- ▶ All businesses used professional software to produce accounts
- ▶ All business owners connected with a financial planner
- ▶ Over 160 professional connections made on the program, averaging five per cohort member



# Financial outcomes

- ▶ \$300,000 in grants secured
- ▶ \$250,000 in business loans secured
- ▶ \$35,000 in vehicle financing secured
- ▶ \$20,000 in personal loans secured
- ▶ \$10,000 in credit lines secured

# Our Financial Wellness Partners

*All of our learning, credit building, and financial planning services are provided as a free service to our cohort*



# Our Professional Resource Partners

*We have partnerships to provide free professional assistance to our cohort from the following organizations for marketing, bookkeeping, market analysis, legal, hiring, and more*



# Current Program Funders

*Full list available on Request*

**Adkerson Family  
Foundation**

 **F&M FREEPORT-McMoRAN**  
Community Investment Funds

*The  
RosaMary  
Foundation*

 **Capital One**

 **REGIONS**

 **Entergy**<sup>®</sup>

**Home *HB* Bank**

*The  
Ella West Freeman  
Foundation*



# Flyte Timeline



# Cohort Member Testimonials

*“Flyte’s program helped me focus more on my credit and helped me learn new ways to make smarter business moves to grow my company. I was able to open a business account to help keep my personal money from my business income separate. This program has helped my business finances by keeping me on task and accountable for my business through the steps taken every week with our check-ins. It has helped me continue to create goals and find ways to accomplish each goal during our mentorship sessions.”*

Kristy Burrell,  
Founder and Owner - Daily Life Managements  
Flyte EEP Cohort 2021/22

*“Flyte has truly been an asset for my business. It's not only helped me get my personal finances in order but my business finances as well. I have absolutely made changes to both my personal and business accounts. Ensuring that I don't mix the two and documenting my Profits and Losses has made my business more legitimate. I have been introduced to marketing and bank reps, vendors and additional programs. I am now able to forecast the months ahead as well as know how much money is coming in and going out at any point in time. I was also able to create a system to help me generate accurate quotes faster. The program held me accountable and encouraged me to be more aware of my finances. I really couldn't have asked for more, the bi-weekly check-ins worked with my schedule and the timeframe of each appointment was more than enough time to discuss any updates.”*

Tadasay Robinson  
Founder and Owner - Bach Deluxe Travel  
Flyte EEP Cohort 2021/22

# Cohort Member Testimonials

*“Flyte has taught me that the way you manage your personal finances often influence the way you handle your business finances. I reconcile my monthly budget now so that I can improve my personal finances and I’m able to make more accurate allocations and predictions in the future. Flyte has connected me to a fundraiser, attorney, and mentor/accountability partner through weekly check-ins. This program has given me the tools to establish AVC as a non-profit, which is critical to fundraising. As a non-profit, fundraising will be the majority of the business’ finances, especially in the start-up phase.”*

India Mack

Founder and Owner - A Village Concept  
Flyte EEP Cohort 2021/22

*“Flyte has helped me to start building better personal credit and has allowed us to secure a business loan as a direct result of this. It has also helped me with my financial accountability when it comes to producing accurate revenue versus cost of goods figures. Flyte has also given us the confidence to pivot and grow our business in stores, online, and in person. We were able to enhance our marketing scheme and attract more customers as a direct result of our work on the program.”*

Jamie Gooden

Founder and Owner - DaM Good Cuisine  
Flyte EEP Cohort 2021/22

# THANK YOU

*Alexander Bigbie*

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