

URBAN BUSINESS JOURNAL

Championing Small & Diverse Business Enterprise in Southern California's Inland Empire & Beyond

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Dr. Kim Carter-Tillman

BBOP Empowers Black and Brown Entrepreneurs to Build, Grow & Scale

The BBOP Online Business Academy is transforming the future for Black and Brown women entrepreneurs, paving the way for economic equity and lasting financial empowerment.

Founded by advocates Kim Carter and Vanessa Perez, the Black and Brown Opportunities for Profit (BBOP) Center offers a unique business academy that guides women of color through each stage of their entrepreneurial journey.

A project of the Time for Change Foundation, the BBOP Center is more than a resource hub; it's a space where ideas become action, dreams gain structure, and businesses flourish. The Academy's online curriculum is tailored to address the challenges unique

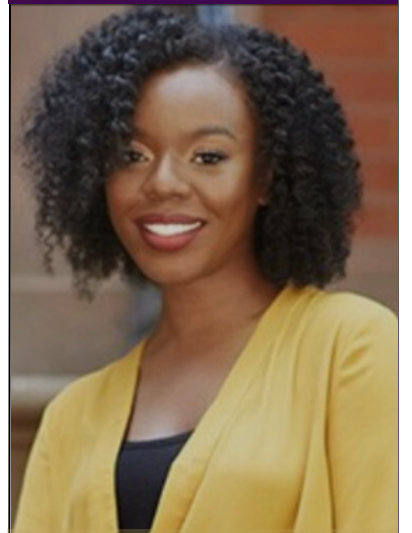
to Black and Brown women entrepreneurs, providing the essential tools, knowledge, and community support they need to succeed. Located in a 10,000-square-foot facility in San Bernardino, the center offers shared workspaces, advanced technology, and even a child care center—creating an environment where entrepreneurship is accessible and sustainable.

Creating Equal Opportunity Through Access

BBOP focuses on bridging gaps in access to capital, technology, information, and networks. "This center represents a leap forward, a place where women of color can build profitable businesses without the hurdles of systemic barriers," said Kim Carter.

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International



Mandy Bowman, Founder & CEO, Official Black Wall Street

Meet Mandy Bowman, the founder and CEO of Official Black Wall Street (OBWS), an innovative marketplace app that is now the fastest growing platform for finding and supporting Black-owned businesses in the United States. All in all, Mandy says that her app has already recirculated about \$10 million in sales and business services back into Black-owned businesses. Now, she is focused on expanding her services to ten other countries including Canada, South Africa, France, the UK, and the Netherlands.

Since its launch, the OBWS app became a powerful tool for promoting economic growth and equity in Black and brown communities. By providing a platform for local and national Black-owned businesses to reach a wider audience, the OBWS app is helping to level the playing field and create new opportunities for Black entrepreneurs.

"We are thrilled to be able to support Black-owned businesses and help them grow," says Mandy. "Our app makes it easy for people to find and support Black-owned businesses in their local community and beyond. It's important that we support these businesses and help to build a more equitable future for all." (Continued on page 7.)

Small Businesses Share their Experience with Amazon's Black Business Accelerator

Since announcing its 4-year, \$150 million pledge to empower Black-owned businesses through the launch of the Black Business Accelerator (BBA), Amazon has been providing access to financial assistance, strategic business education and coaching, and marketing



Arsha Jones, Capital City Co.

and advertising support to help Black-owned businesses grow their businesses and maximize the the opportunities of selling in Amazon's store. As "progress report" Black Business Accelerator, we checked in with

some of the participants.

"Participating in Amazon's Black Business Accelerator not only helped me grow my online business, but I also learned how many of Amazon's Seller Central resources I had been underutilizing," said Arsha Jones, founder and CEO of Capital City Co., famous for

their sticky, sweet Mambo "Analyzing data has allowed me to view my business from a different perspective and create a plan for growth beyond our current footprint." (Continued on page 7.)

(Continued from page 1) “We don’t just teach business; we empower each woman to seize her potential and create lasting impact.”

The BBOP Business Academy offers three specialized programs:

- **BUILD Program:** A 12-week program providing the foundation to launch new ventures, guiding participants from concept to market-ready business models.
- **GROW Program:** Designed for established businesses, this 12-week program focuses on expansion, credit building, and strategic networking through BBOP’s Networking HUB.
- **SCALE Program:** Advanced strategies for substantial growth, preparing businesses for market expansion or strategic exits.

Each program addresses the realities of entrepreneurship for women of color, breaking down barriers and offering practical guidance. The Academy’s tailored approach has inspired success stories like Lakeisha of LDR Cleaning Services, who shared, “I’ve gained so much support, information, and tools for success here. The community at BBOP is phenomenal.”

Inspiring Testimonials of Growth and Success

Women who have joined the BBOP Academy attest to the program’s transformational impact. Rose of The Element of Taste expressed her gratitude, noting, “The BBOP Program is an academic environment that fosters knowledge, growth, and confidence. I’m building a business with the skills, savvy, and support needed to succeed.”

With its commitment to creating financial stability for women of color, the BBOP Center stands as a beacon of opportunity. Through training, community, and expert support, the Academy empowers entrepreneurs to break barriers, navigate challenges, and turn business dreams into reality. For women ready to launch, grow, or scale their businesses, the BBOP Business Academy offers a lifeline and a path forward. By connecting with BBOP, women can build businesses that sustain not only themselves but their communities—changing the economic landscape one success story at a time. For more information, visit BBOPCenter.org or contact BBOP at 1-800-616-7232 to start your journey.

Amazon Black Business Accelerator Participants Success Stories



Tracey T. Richardson, co-founder and CEO, Lillie's of Charleston
(continued from page 1) The Black Business Accelerator cohort has been a tremendous boost to our business, and we’ve enjoyed a variety of press and celebrity exposure,” said Tracey T. Richardson, co-founder and CEO of Lillie’s of Charleston, an authentic Southern-style sauce and spice brand based in Charleston, South Carolina. “Receiving the support and insight from our account manager has been an invaluable service not regularly afforded to small businesses.”



Renee Manzari, founder and CEO, Livity Yoga

“Since enrolling in Amazon’s Black Business Accelerator, we have had the opportunity to show the world not only our products but our purpose as well, through PR opportunities and small business features,” said Renee Manzari, founder and CEO of Livity Yoga, a sustainable yoga brand based in Baltimore, Maryland. “Also, our account manager and ads support have been valuable in providing advice and insight on how to increase visibility and revenue while reducing our expenses.”



Dorielle Price and Jamelah Tucker, co-founders of EasyPeasie

“Through the Black Business Accelerator, we have had the unique opportunity to work one-on-one with an account manager who has helped us optimize our listings, improve our advertising strategies, and ultimately triple our sales over the last year,” said Dorielle Price and Jamelah Tucker, co-founders of EasyPeasie, a vegetable blends company based in Hallandale Beach, Florida. “A big thank you to Amazon and BBA.”

To learn more about participating in the program, visit Amazon’s Black Business Accelerator online at: amazon.com/bba



Mandy Bowman, Founder & CEO, Official Black Wall Street

(Continued from page 1) The Official Black Wall Street app has received several prestigious awards and video features from brands like Google, Mastercard, PayPal and more. And now the app is expanding to 10 countries around the world to enable more people to easily find and support Black-owned businesses no matter where they are on the planet.

“We’re excited to bring our platform to even more people around the world,” Mandy adds. “By expanding to new countries, we can help to promote economic growth and equity in even more communities.”

The OBWS app is available for download on both iOS and Android devices. To learn more about the app and/or to find or list Black-owned businesses in your area, visit OBWS.com