

Alachua Cohort 1 Report

ALACHUA COHORT 1 DEMOGRAPHICS

The first cohort of the Alachua BLI series launched in 2022.

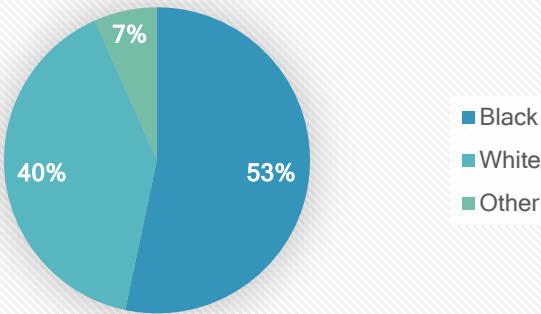
Pretest data included 15 participants:

- 13 female (87%)
- 10 married (66.7%)
- 3 are parents of a young child (20%)
- 3 (20%) of the participants identified as directors, 8 (53%) of them identified as both owners and directors, 3 as an owner (20.0%) and the other (7%) self-identified as "a future owner and director."

Posttest data included 10 participants:

- 10 female (100%)
- 6 married (60%)
- 2 are parents of a young child (20%)
- 5 (50%) of the participants identified as directors and owners, 4 (40%) as owners, and 1 as an aspiring owner and director.

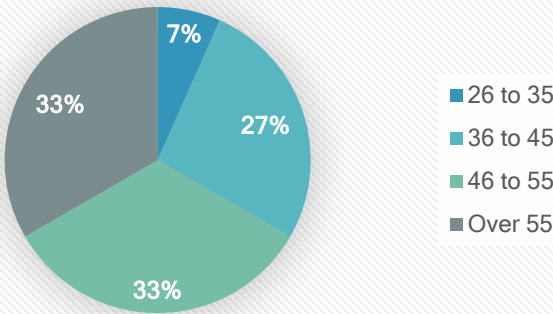
Ethnic-Racial Makeup



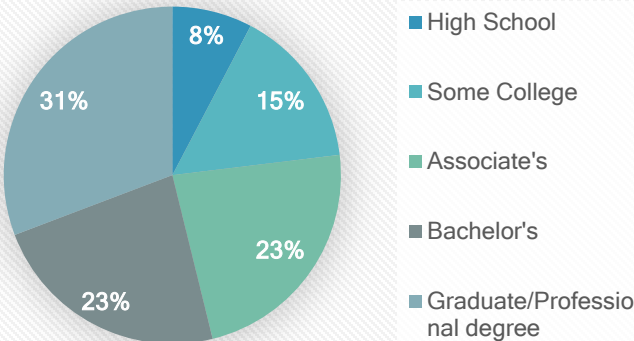
The participants identified primarily as Black Non-Hispanic (53%), followed White Non-Hispanic (40%).

The majority of the participants were over the age of 45. Thirty-three (33%) identified as between the ages of 46-55 and another 33% identified as over the age of 55. The remaining 34% identified as under the age of 46.

Age of Participants



Degree Attainment



With regard to degree attainment, most of the participants (92%) reported completing some higher education, or professional degree.

BUSINESS KNOWLEDGE DATA

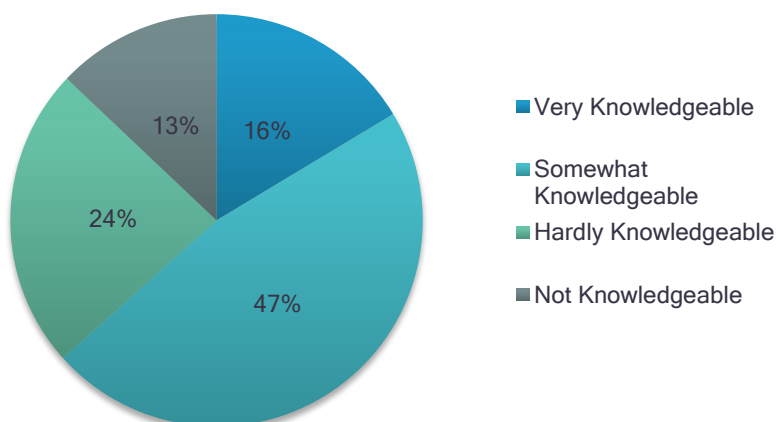
In an effort to assess the immediate impact of the BLI Master class series, two survey items were used to capture growth. The Business Knowledge survey asks participants about whether they are (1) Not Knowledgeable, (2) Hardly Knowledgeable, (3) Somewhat Knowledgeable, or (4) Very Knowledgeable about various topics, including:

- Mission and Vision
- Creating a Business Pitch
- Creating an Elevator Pitch
- Analyzing Cash Flow
- Writing a Budget
- Credit and How it Works
- Business Leadership
- Strategic Planning
- Understanding a Business Model
- Marketing Mix
- Power of Networking
- Building your Brand
- Staffing
- Labor Laws
- Real Estate
- Negotiation

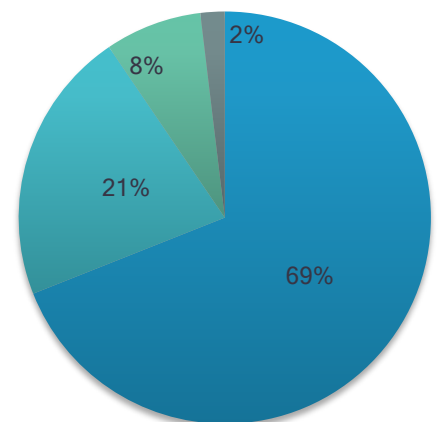
Before participating in BLI's Master Class Series, few participants indicated they were "Very Knowledgeable" (16%) and many indicated they were "Somewhat Knowledgeable" (47%) of the topics listed on the Business Knowledge Survey. **Although a large percentage saw themselves as generally knowledgeable at pretest, after participating in the BLI, participants were significantly more likely to indicate they were "Knowledgeable" (90%)** about the topics listed on the Business Knowledge Survey. In fact, at posttest, only 2% of the 167 collected responses were identified as "Not Knowledgeable" about the listed topics.

Participants reported gaining particular knowledge in the areas of: **Mission and Vision, Power of Networking, Creating an Elevator Pitch, and Business Leadership**

Business Knowledge Pretest



Business Knowledge Posttest



PRELIMINARY BUSINESS DATA

Preliminary business data indicate the following:

At Pretest:

- 33% of participants reported that they were not taking a salary
- 60% of businesses reported they were under enrolled
- Businesses report employing an average of 9 people.
- Businesses were serving an average of 50 children.
- Only 27% of the centers were accredited.

At Posttest:

- 100% of participants expect to increase their **revenue** as a result of BLI.
- 80% of participants expect to increase their **enrollment** as a result of BLI.
- 80% of participants expect to increase their **hiring** as a result of BLI.
- 90% of participants expect to increase **teacher salaries** as a result of BLI.
- 90% of participants expect to apply for **accreditation** as a result of BLI.
- 70% of participants expect to **renegotiate a lease, or with a vendor**.
- 80% expect to apply for **new working capital**.
- 80% expect to serve **more school readiness children** as a result of BLI.

"Thank you much! I am looking forward to future growth!"

"I have gained a lot of knowledge from these classes"

"This was a phenomenal training and opportunity."

Climate question:

We asked participants how they felt the increase in the minimum wage would affect their business. Responses were mixed.

- 27% of participants felt the increase would **negatively** affect their business.
- 40% of participants felt the increase would **positively** affect their business.
- 33% of participants were either **not sure** or felt it **would not** affect their business.