



# A COMMON UNITY (ACU)

A Impact Strategy for  
Reviving Urban America

Baker & Associates, Registered Investment Advisors

# A Common Unity is about

**Creating a community of entrepreneurs and investors with shared interest in investing in the US and Africa emerging markets.** Participants can regularly interact with peers and tap into networks of like-minded practitioners around specific issues or opportunities.

**Facilitating collaboration through network members and investors.** Participants can collaborate to share knowledge and expertise to fill information gaps and refine thinking around approaches to investment and impact measurement.

**Facilitating deployment of new capital into investments benefitting urban populations.** Members participating can benefit from reduced search and transaction costs and a better understanding of business models, investment strategies, structures and markets.

# A Common Unity

## **Our Mission**

Building a membership base that is focused on developing entrepreneurship, financial literacy and creating pathways to ownership in urban communities.

## **Our Vision**

Vibrant, robust and engaging urban economies resulting from a broad-based multi-racial, multi-ethnic inclusive entrepreneurial middle class.

# A Common Unity

## Our Beliefs

- We believe there is a “common unity” that unites us all
- We believe in personal responsibility & accountability
- We believe in the economics of shared prosperity
- We believe in sustainable business models that support community based ownership, employment and development.
- We believe in entrepreneurship as a vehicle to service the underserved
- We believe in quality urban education and mentorship for all as an imperative to urban development

# A Common Unity

## The Problem

The majority of new businesses fail within the first five years of their existence. The majority of those fail due to a lack of :

- Competency
- Customers
- Capital

Those that are successful are challenged by growth opportunities\*.

\*Reference explosion in entrepreneur training programs and observations of places like “Build” and “Youth Impact Hub”

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## The Solutions Require

Incubation of some businesses and acceleration in others

- **Education** - improve competency and efficiency as needed by providing expertise, training, best practices and mentorship.
- **Incubation** - Increase access to potential clients, constituents and strategic partners through network based planned and focused communications.
- **Acceleration** of entrepreneurs into a vibrant support network of potential investors, experts and donors.

# A Common Unity

## The Opportunity:

- Supporting socially responsible businesses through a community network of resources.
- These resources are linked through, ACommonUnity.com, a marketplace organized to promote interaction and sharing of knowledge.



# A Common Unity

## Our Niche/Market Opportunity

- Our niche is the development and growth of urban entrepreneurs who are creating organizations that have an interest in social impact issues as well as the return on investment (ROI).
- The objective is to generate an attractive ROI, improve urban communities by creating jobs, improving the environment while enhancing the possibilities of business success.
- Our group consists of: professionals, service providers, non-profits, churches, and private sector businesses committed to social impact.



# A Common Unity

## The Solution

We assist in the development and strategy for small and mid-sized businesses by providing the information, tools, and expertise to build-out their business model and assist in implementing long-term goals.

By providing experienced business professionals, entrepreneurs, and financing resources our team develops funding strategies that allow businesses to solicit traditional and non-traditional sources of funding. Our strategies allow businesses to build public support and recognition at the same time they are raising funds.

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## The Solution: Our Collective

<b>Education</b> (Ages 14-24)	<b>Incubation</b> (Aspiring Business Owners)	<b>Acceleration</b> (Business Owners)
Entrepreneurial Training	Training Sessions	Marketplace
Financial Literacy	Incubator/Accelerator	Deal Flow

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## Programming Guidelines

1. A project has a clear goal like expanding an on going business.
2. Projects must fit development categories.
3. Design, development and technology projects have additional guidelines (subject to partners).
4. The right to prohibit content will remain the sole province of the sponsoring organizations.