WHAT TO EXPECT?

There's no way to condense the magnitude of BSOE, but simply put, you should expect:

A whole lot of fun
Potential employers, collaborators, mentors, and friends
A fast track to developing your business and brand
Business and life lessons from peers, not professors
Balance your education or employment with entrepreneurship
Free business head shots, (always a plus!)
Think of it as your favorite business class.... on steroids

Maybe, you’re an entrepreneur or an aspiring entrepreneur and you need support, guidance, and mentorship in starting your business, non-profit, or initiative.

Maybe, you’re an established young start-up and are looking for networking opportunities in the Atlanta area, events to attend, and just want to add some tools to your business toolbox.

Maybe, you are looking to support black businesses - but you just can't seem to find them.

Maybe, you are a business that recognizes the need to cultivate our next generation of black entrepreneurs.

This startup conference is where some of the best and brightest minority entrepreneurs give practical tactics on growing your business, no matter what stage of the process you are in. For high school and college current and aspiring entrepreneurs, as well as young professionals, BSoE is a high-intensity, interactive (and fun) conference to help you change the face of entrepreneurship.
Vice President of Operations at Noirbnb, an online home sharing, venue rental, and event networking platform. As VP, he is responsible for managing staff organization, project solutions, and general workflow throughout the company.

Before joining Noirbnb, Howard founded Redclay-Hill, a multi-service branding, communications, and creative solutions firm serving political campaigns, small businesses and nonprofits as well as special projects for artists and events.

Howard was the State of Georgia's Digital Organizing Director and later Border States Director for the 2012 Obama Campaign, where ran social media and website content and recruited, deployed, and managed up to 1,200 volunteers per week.
Burdell’s School of Entrepreneurship Schedule

**Schedule Key:**
- **High School Students**
- **College Students**
- **Alumni**
- **Everyone**

**9am - 9:15am**
- RM 1201: Doors open & Breakfast served.

**9:15am - 10am**
- RM 1203: Conference Kickoff & Morning Keynote
- RM 1212: Breakout Session I
- RM 1215: Breakout Session I
- RM 1216: Breakout Session I
LLC stands for Limited Liability Company. Forming an LLC is the simplest way of structuring your business to provide personal liability protection. That means your personal assets are protected if your business is sued. When a business is structured as an LLC, it becomes its own legal entity. The LLC is responsible for its debts and lawsuits, not the owners. The owners of an LLC are referred to as members. An LLC can have one owner (single member LLC) or multiple owners (multi-member LLC).

5 STEPS TO START AN LLC

1. SELECT A STATE
   This is the state your LLC will be primarily operating. This is also where you will pay to file. The only payments made are for filing fees that are required by the state, to the state.

2. NAME YOUR LLC
   Research this. Make it unique and difficult to duplicate going forward. It is easy for another entity to start a business with a similar name and purpose within another state.

3. CHOOSE A REGISTERED AGENT
   You cannot form an LLC without one. A registered agent is a person or business nominated by your company to officially receive and send papers on your behalf. Such papers include service of process of legal action, and state filings.

4. FILE THE ARTICLES OF ORGANIZATION
   This is an official document filed with the state which in essence creates the LLC under the laws of that state. Articles must be drafted to meet the State requirements to form an LLC.

5. CREATE AN OPERATING AGREEMENT
   An Operating Agreement is the official contract that governs the internal operations of the business in a way that suits all needs of its owners.

Where to form: There is a lot of hype about forming in the following states: Delaware, Nevada and Wyoming. However, in most cases you should form a domestic LLC in the state where your business will be located.
If you plan to have a physical presence in multiple states, then you will have to register as a foreign LLC in multiple states. In this case, there may be advantages to forming your business as a domestic LLC in Delaware, Nevada or Wyoming, depending on your specific needs.

**ADVANTAGES VS. ONE MAJOR DISADVANTAGE**

<table>
<thead>
<tr>
<th><strong>Pass Through Taxation</strong></th>
<th><strong>Flexibility</strong></th>
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<tbody>
<tr>
<td>An LLC’s profits are only taxed once. Profits go directly to its owners, who then report their share of the profits on individual tax returns.</td>
<td>Your LLC can be single member or multi member; it can be managed by its members or by managers who are appointed by the members. In addition, an LLC can elect to be taxed as a corporation if that is more beneficial.</td>
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<tr>
<th><strong>Separate Entity</strong></th>
<th><strong>Access to Business Loans</strong></th>
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<tbody>
<tr>
<td>An LLC is a separate entity from its members, with its own federal tax ID (EIN).</td>
<td>Your business can have access to loans to begin to build lines of credit</td>
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<tr>
<th><strong>Personal Asset Protection</strong></th>
<th><strong>Simplicity</strong></th>
</tr>
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<tr>
<td>The LLC itself is responsible for debts and legal claims, not its numbers.</td>
<td>Easy to form and paperwork maintenance is minimal. LLC’s are not required to assign formal officer roles, hold annual meetings, or record company minutes and resolutions.</td>
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<tr>
<th><strong>Less Regulation</strong></th>
<th><strong>Increased Credibility</strong></th>
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<tr>
<td>LLC’s are regulated than corporations, which means less paper work is involved.</td>
<td>The inclusion of LLC in your business name lets customers and potential partners know you are a legitimate and serious business. It is one of the more recognized formal business structures.</td>
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<tr>
<th><strong>Management</strong></th>
<th><strong>Ownership</strong></th>
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<tbody>
<tr>
<td>LLC’s can be managed by its members or a designated manager.</td>
<td>LLC’s can be formed as a single member or multi-member entity.</td>
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<tr>
<th><strong>Stock</strong></th>
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<tbody>
<tr>
<td>You can <strong>NOT</strong> list your LLC on the stock market and openly trade. It will be difficult to obtain funding from VC’s unless you convert your LLC into Corp.</td>
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When talking about entrepreneurship, we often talk about the joy and fulfillment related to building your brand and neglect to talk about the toll entrepreneurship takes on our well being, both mentally and physically. *Remember you can’t pour from an empty cup.* Utilize some of the resources, tips, and insights below to ensure you are preserving your mental health & wellness.

**TAKE STOCK OF STRESS**

Understand the triggers that cause stress, affect your temperament, how you react to constructive criticism. Also understand what makes you happy.

**MANAGE YOUR WORKLOAD**

Prioritize your work to determine what is necessary vs. what is optional, and delegate tasks to others. Utilize your time wisely - we all have 24 hours.

**FIND YOUR EUSTRESS**

Eustress is healthy and positive stress. Find activities that bring you joy on your entrepreneurial journey - working out, coloring, meditating, or meeting up with friends.

Breathing exercises are excellent tools for managing stress. When we get stressed out, some things that physically occur in our bodies is an increase of our blood pressure, heart rate, and breathing rate. Deep breathing exercises work to deactivate that response and help you feel a sense of calm.

**TRY THIS DYNAMIC MINDFULNESS BELLY BREATHING EXERCISE NEXT TIME YOU’RE EXPERIENCING STRESS**

**Movement:** Sit with a tall spine, chest open, and eyes closed. Bring your hands to your belly; push belly out when breathing in, and pull belly in when breathing out.

**Breath:** Belly expands with each inhale, and contracts with each exhale. Follow the breath for two minutes allowing the breath to be slow and deep.

**Benefits:** Calming & Centering exercise. Increases body awareness and awareness of breathing patterns. Reduces effects of stress by activating Parasympathetic Nervous System.

**MENTAL HEALTH RESOURCES**

**BOOKS & PODCASTS**

- INJURED RESERVE: A Black Man’s Playbook to Manage being Sidelined by Mental Illness
- A Different Perspective
- Therapy for Black Girls
- The Hilarious World of Depression
- The Friend Zone
- Naming It
- Black Girl in OM
20+ Entrepreneurs & Founders
Founder/ Creative Director of Stampede School of Modeling
An innovative and dynamic academy that transforms mannequins into models. Teaching, training and coaching while giving countless hours of transforming ones mindset to the craft. Producing and directing top fashion shows and events with a distinct presentation.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
It's possible to sell your visual dream to a sight impaired individual.

HUSTLE SONG?
Legend- Drake

WEBSITE(S)
www.stampedeschoolofmodeling.com

Founder of Accustomed Travel Consulting
Accustomed Travel Consulting is a boutique firm that acts as your personal advisor providing you with strategic travel planning and customized itineraries to fit three key areas that directly impact your travel decisions: Your interests, your needs, and your budget.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
If you think you did everything right the first time, you have failed.

HUSTLE SONG?
So Ambitious- Jay-Z

WEBSITE(S)
www.thebrittanyb.com

Owner/Chef of Ellements Cuisine and Pastry Concepts
Gabrielle McBay is a chefpreneur, recipe developer, and food stylist all in one. She has been featured in Forbes Magazine, Black Enterprise Magazine, The New York Times, and ABC Family. Her first seasonal cookbook will release this fall. Be sure to stay tuned on social media to keep up with recipes and edible happenings @gabriellemcbay.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
If you think you did everything right the first time, you have failed.

HUSTLE SONG?
If I Ruled the World-Nas & Lauryn Hill // Diva-Beyonce

WEBSITE(S)
www.gabriellemcbay.com
Co-Founder of BLKHLTH
BLKHLTH aims to create a space where health information is centralized and accessible. We provide engaging content, community events and professional services with the goal of empowering the black community to improve our health and wellness.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
You can make a difference and make money.

HUSTLE SONG?
My 1st Song - Jay Z

WEBSITE(S)
www.BLKHLTH.com

Co-Founder of BLKHLTH
BLKHLTH aims to create a space where health information is centralized and accessible. We provide engaging content, community events and professional services with the goal of empowering the black community to improve our health and wellness.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
"Do it anyway. Most times when you're starting a business, you have ideas that are unheard of. People will tell you all the reasons why you can't, but just do it anyway."

HUSTLE SONG?
Formation - Beyoncé

WEBSITE(S)
www.BLKHLTH.com

Founder of Side Hustle Business School
Side Hustle Business School is an online program that will teach you to turn your idea into a product or service that you can make actual money from. It’s an affordable foundation in building a business for those that don’t have a formal business background.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
People will believe what you tell them.

HUSTLE SONG?
Work to Do – Isley Brothers

WEBSITE(S)
www.SideHustleBusinessSchool.com
**Founder of Simone Danielle**
A space for aspiring millennial entrepreneurs to be inspired, gain knowledge, and continue to live life on their own terms. My mission is to lead and inspire you toward fearlessly creating the life you want. I want you to become unapologetic about maximizing your potential and accelerating toward success—whatever that means for you.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
To whom much is given much is required.

**HUSTLE SONG?**
Clique by Big Sean (Jay-Z’s verse)

**WEBSITE(S)**
www.SimoneDanielle.co

**Director of Digital Community Development + Programming for Her Agenda**
Her Agenda is a digital platform designed to bridge the gap between ambition and achievement for millennial women.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
Just start. You’ll never have absolutely everything you need to make the launch perfect, but by starting and remaining consistent, you will yield results.

**HUSTLE SONG?**
’Ima Boss’ – Remix by Meek Mill feat. T.I., Birdman, Lil Wayne, DJ Khaled, Rick Ross and Swizz Beatz

**WEBSITE(S)**
www.heragenda.com // www.chasitycooper.com

**CEO & Licensed Clinical Psychologist of Ascension Behavioral Health, LLC**
Dr. Abrams is a licensed clinical psychologist who specializes in work with late adolescent & adult individuals and couples of color. Areas of focus include relationship conflict on confusion, depression, anxiety, racially based oppression, stress management, trauma and grief.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
Master the small stuff.

**HUSTLE SONG?**
Beyonce - I Was Here

**WEBSITE(S)**
www.ascensionbehavioralhealth.com
Co-Founder of The O Agency & BYOB Society
BYOB Society (Build Your Own Brand) is a community of 6-7 figure millennial business owners, corporate leaders, and government contractors giving back to the community and providing access and knowledge in a relatable and easily consumable way. We are providing other millennials real strategies, tactics, and knowledge for their careers and business aspirations.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
You don’t know what you don’t know!

**HUSTLE SONG?**
Rich as F*** by Lil Wayne feat. 2 Chainz

**WEBSITE(S)**
www.byobsociety.com

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Co-Founder, Operations Development of Four Thirty
Four Thirty is an online platform that connects brands to top-tier creative freelancers. Our freelancers primarily focuses on photography, videography, graphic design and web design.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
Figure out a way to monetize your passion.

**HUSTLE SONG?**
"Who Gon Stop Me" - Jay-Z & Kanye

**WEBSITE(S)**
www.danielcalderon.me

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Chief Technology Officer of Ascension Million Dollar Scholar and BREAUX Capital
Million Dollar Scholar is a education technology company helping high school students acquire scholarships to make college more affordable.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
“A bird in the hand, is worth two in the bush.” - My late grandmother

**HUSTLE SONG?**
Overtime – Nipsey Hussle

**WEBSITE(S)**
www.derriusquarles.com
Chief Builder of Maynor Made
We work with university administration, organizations and other educational institutes, inspiring and hyping up students to pursue their biggest and wildest dreams, by speaking on topics about how to be innovative, intentional and to execute ideas to create, keep and increase your success.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
There’s a process to get into the market that is fool proof. Go figure out what that process is.

HUSTLE SONG?
Can’t Tell Me Nothing - Kanye West

WEBSITE(S)
www.KelseyMaynor.com

Chief Impact Officer of Profound Gentlemen, INC.
Profound Gentlemen builds communities of male educators of color who offer their profound additional impact on the lives of students, more specifically, boys of color. Our vision is to dismantle the cradle to prison pipeline by establishing a cradle to career pipeline using male educators of color.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
The best business advice I received was to be your most authentic self. Allow people to choose you for you and not who you pretend to be. Therefore, when you fully blossom, no one is surprised at how unique you are.

HUSTLE SONG?
Des’Ree - You Gotta Be

WEBSITE(S)
www.profoundGentlemen.org

Founder of Brigital & Author of The Brand Builder Book
Brigital aids it’s clients as they look to expand their brand’s use of innovative 21st century technology. We thrive in improving your customer’s experiences and interaction with your brand, leaving an everlasting digital impression within their hearts forever.

BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?
Greatness Comes to Those Who Grind.
The Cook is Never Hungry...

HUSTLE SONG?
1997 - Dom Kennedy

WEBSITE(S)
Operations Engineering Manager at Amazon

Amazon (Amazon.com) is the world’s largest online retailer and a prominent cloud services provider, which has expanded to sell a wide variety of consumer goods and digital media as well as its own electronic devices, such as the Kindle e-book reader, Kindle Fire tablet and Fire TV, a streaming media adapter.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
Start small. Do not try to venture into large ventures. Small items add into large items.

**HUSTLE SONG?**
"Big Things Poppin" - TI

**WEBSITE(S)**
www.amazon.com

Founder of The Content Plug

The Content Plug helps businesses of every size command a key presence online. We specialize in creating and implementing digital marketing and social media strategies for brands to connect with their target market.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
Never be afraid to ask questions, for help and for what you deserve.

**HUSTLE SONG?**
Work Hard, Play Hard by Wiz Khalifa

**WEBSITE(S)**
www.thecontentplug.co

Stress Management Consultant at Mako Mindfulness

Mako Mindfulness is the online platform for my Stress Management Consulting Company, Think Limitless. We use scientifically supported mindfulness practices as a tool for teaching stress management and self-care. We teach wellness classes, workshops, and facilitate Dynamic Mindfulness Trainings for managing primary and secondary stress and trauma.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**
Stop getting ready to get ready, just do it.

**HUSTLE SONG?**
Closer by Drake

**WEBSITE(S)**
www.makomindfulness.com
**Founder of The Queen Talk & Co-Founder of the Too Fly Fundraiser**

The Queen Talk is a leadership and entrepreneurial initiative for young women, which connects the traits of a queen to that of a leader, so that they understand being a queen comes with the responsibly to lead, influence and build their own empire.

The Too Fly Fundraiser cultivates the passion and pursuit of travel and raises funds for other organizations that provide travel and education opportunities for underserved students.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**

As a leader, you lose the right to think about yourself.

**HUSTLE SONG?**

Do What I Want x Uzi Vert // Freedom x Beyoncé

**WEBSITE(S)**

www.tooflyfundraiser.com

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**Founder of Qualitarian™.Life**

When you make health your wealth, your whole life is lit! Qualitarian™.Life provides coaching and consulting services to individuals, entrepreneurs, and businesses seeking to enhance their health, wealth, and happiness.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**

Minimize and utilize. It's better to be a master of one thing than a “jack of all trades.” Play to your strengths, and play to win.

**HUSTLE SONG?**

“Can’t Nobody Hold Me Down” - Puff Daddy ft. Ma$e

**WEBSITE(S)**

www.qualitarian.life

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**Owner and Operator at Summer Jo Studios**

S.Jo Studios is a full service business, a creative agency, and the backbone for my nonprofit organization. My small business all began with a few services including photography, graphic design, and event planning. Today, Summer Jo Studios has become an umbrella, an empire, for the original services and more such as private catering, community liaison, and content management.

**BEST BUSINESS ADVICE YOU’VE EVER RECEIVED?**

Don’t Give Up.

**HUSTLE SONG?**

Goapele - Closer

**WEBSITE(S)**

www.summerjo.studio
For those of you that are looking to traverse the corporate landscape, or ignite your entrepreneurial passion, or simply want to be an influencer in your industry – branding is key. Throughout the course of this workbook, we will walk through intricate details on the brand ideation journey.

Sometimes I’ll make you think (and think pretty hard), sometimes I’ll ask you to watch a video or shoot a text message to your friend asking a question. I promise everything in this workbook has a purpose and will help you learn more about yourself and build a brand you'll love. Rome wasn't built in a day, and your brand won't be complete overnight – so trust the process!

Through the BRANDU workbook, you’ll dig deep into multiple topics that relate directly to identifying your passions, understanding yourself, growing your brand, and expanding your influence, such as:

BE SELF-AWARE: understand your strengths, weaknesses, and values.

BE VALUABLE: determine your brand promise and value proposition.

BE CONNECTED: develop your targeted audience and ideal network.

BE UNIQUE: and push yourself to the competitive edge.

BE IDENTIFIABLE: create a brand identity that represents you or your business.

BE PURPOSEFUL: execute your brand messaging, hone in on your strengths, weaknesses, opportunities, and threats. and much more...

Be sure to visit brandonemiller.com to stay up to date on the release of the Brand.U workbook, get your free chapter from the book, or sign-up for your personalized brand coaching.
THANK YOU!

20+ ENTREPRENEURS & FOUNDERS

ELEVATING ENTREPRENEURSHIP