



Cultivate Small Business

An innovative program from Santander designed for food entrepreneurs.

Santander's Cultivate Small Business program is designed to support the growth of early-stage woman-, BIPOC-, and immigrant-owned food businesses in emerging neighborhoods in the Greater Dallas-Fort Worth area. The 12-week, fully virtual program is completely free to entrepreneurs, and provides you with industry specific education, networks, and mentoring, along with the opportunity to apply for capital grants for your business.

Our Partners



Applicant Criteria

Cultivate Small Business aims to strengthen minority entrepreneurs (including women and people of color) in food-related industries and their businesses with the building blocks to be successful business owners.

Program participants should represent a business that meets the following criteria:

- Participants should reside in or represent a business located in a low-to-moderate income, urban area in Dallas-Fort Worth.
- Gross/net revenues of \$25,000 to \$1,000,000 in the most recent full calendar year.
- Minimum of 1 year in operation as of March 1, 2023.
- Between 1 and 10 full-time equivalent employees.
- Food-related industries, including processing, technology, manufacturing, and food services.

Questions about the program?

Contact: CultivateSmallBusiness@dallascollege.edu

"It's just so nice being in an environment where people understand what you're going through. Because the outside world really doesn't. Just to talk about things — to look at all the different aspects, to connect with people who have been doing this for a number of years, and to learn the lessons they have learned — has been amazing."

— Mona Ahmad, Owner of Mona's Curryations and Cohort 2 Alumni

Cultivate Small Business

CURRICULUM

These sessions will be taught virtually by current Babson College professors.

NETWORKING

Program participants will be connected to industry experts who will share valuable knowledge and can help address challenges participants are facing. These subject matter experts cover a diverse array of topics and come from all three markets included in each cohort.

CAPITAL GRANTS

All participants who successfully complete the program (attend classes, present a business pitch and submit a final action plan) are eligible for a grant of \$2,500. Nine exemplary graduates will be awarded grants of up to \$10,000.

PROGRAM TIMELINE

Program duration: Classes run from early September to the end of November with graduation in December 2023.

HOW TO APPLY

Click [here](#) to apply.

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CLASS TIME		WEEK 1	WEEK 2	WEEK 3	WEEK 4		
Classes are held virtually from 3:00 p.m. – 5:00 p.m. EST (2:00p.m.–4:00p.m. CST), Not shown on calendar • Self-paced pre-work • Final action plan work		Thursday, Sept. 7, 2023 • Program Introduction • Meet the Program Partners & Faculty • Entrepreneurial Thought and Action	Tuesday, Sept. 12, 2023 Current Status, Challenges, Growth Options Discussion Activity Analysis Briefing on Office Hours with the Experts 5:00 – 5:30 pm EST 4:00 – 4:30pm EST	Tuesday, Sept. 19, 2023 Customer Targets & Value Propositions Capital Grants Briefing 5:00 – 6:00 pm EST 4:00 – 5:00 CST Thursday, Sept. 21, 2023 Action Plan Workshop- Customer Targets & Value Proposition	Tuesday, Sept. 26, 2023 Growth Options Self-Assessment Thursday, Sept. 28, 2023 Office Hours with the Experts		
WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10		
Tuesday, Oct. 3 2023 Competitive Analysis & Market Positioning Growth Option: Shaping & Evaluating Thursday, Oct. 5, 2023 Action Plan Workshop- Growth Opportunity	Tuesday, Oct. 10, 2023 Revenues Models and Foundations for Financial Forecasting Thursday, Oct. 12, 2023 Office Hours with the Experts	Tuesday, Oct. 17, 2023 Creating a Hiring Plan & Managing People Thursday, Oct. 19, 2023 Action Plan Workshop- Revenue Models & Forecasting	Tuesday, Oct. 24, 2023 Financial Statements Financial Projections Thursday, Oct. 26, 2023 Capital Access Panel Friday, Oct. 27, 2023 10:00-12:00 EST 9:00-11:00 CST Action Plan Workshop: Financial Projections	Thursday, Nov. 2, 2023 Office Hours with the Experts	Tuesday, Nov. 7, 2023 Pitch Overview Customer Personas & Communication Strategies Thursday, Nov. 10, 2023 Legal Issues Friday, Nov. 11, 2023 Action Plan Workshop: Implementation Section		
WEEK 11		WEEK 12	WEEK 13		GRADUATION		
Tuesday, Nov. 14, 2023 Practice Pitching and Presenting Final Action Plan – Live Pitch & Peer Feedback 9:00 – 11:30 am EST 8:00 – 10:30 am CST Practice Pitching and Presenting Final Action Plan – Live Pitch & Peer Feedback 3:00 – 5:00 pm EST 2:00 – 4:00 pm CST <i>Attend your 90 minute session if assigned to this day</i>		Thursday, Nov. 16, 2023 Practice Pitching and Presenting Final Action Plan – Live Pitch & Peer Feedback 9:00 – 11:30 am EST 8:00 – 10:30 am CST Practice Pitching and Presenting Final Action Plan – Live Pitch & Peer Feedback 3:00-5:30 pm EST 2:00-4:30 pm CST <i>Attend your 90 minute session if assigned to this day</i>	No live class session this week.	Wednesday, Nov. 29, 2023 Final Presentation and Pitches (Sessions A & B) 10:00 – 11:30 am EST 9:00 – 10:30 am CST Final Presentation and Pitches (Sessions C & D) 1:30 – 3:00 pm EST 12:30 – 2:00 pm CST <i>Attend your 90 minute session if assigned to this day.</i>		Thursday, Nov. 30, 2023 Final Presentation and Pitches (Sessions E & F) 11:00 am – 12:30 pm EST 10:00 am – 11:30 am CST Final Presentation and Pitches (Sessions G & H) 3:00 – 4:30 pm EST 2:00 – 3:30 pm CST <i>Attend your 90 minute session if assigned to this day.</i>	Program graduates and their guests will be invited to a virtual graduation on December 14, 2023 from 3:00-4:00pm EST (2:00-3:00pm CST)