

ANNOUNCING MEMPHIS MATCH DIGITAL ADVISOR FOR BLACK BUSINESSES PROVIDES CUSTOMIZED SERVICES AND ACCESS TO RESOURCES FOR GROWTH

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(Memphis, TN - December 15, 2022) Today, Start.Co launched Memphis Match as the digital business advisor for small black owned businesses in Memphis. Business owners use MemphisMatch to create customized business plans and connect to resources and opportunities to sustain, grow and scale. Government and programs use MemphisMatch to get insights on what programs are making an impact and what resources the community needs.

Memphis is a majority minority city with forty thousand black owned businesses, but only 800 have one or more paid employees. In comparison, seven-thousand of the twenty-four thousand white owned businesses in the City have paid employees. In addition, the City has identified significant gaps within the data of black owned businesses. The lack of data leads to unintentional barriers to growth opportunities, a lack of competition and increased difficulty for black owned businesses to find and use existing resources.

Memphis Match is a digital advisor designed to grow the local small black business community by automatically creating an individualized success journey using business information, collaboration and match-making, access to business resources and tools and access to procurement and funding opportunities.

“The launch of Memphis Match has increased economic growth by doubling the 800 small black businesses with paid employees to 1,600 in just 18 months,” said Deputy Mayor Julie Jones. “Match is doing an amazing job of connecting small black owned businesses with mentorship and resource opportunities while increasing visibility to a new market of global corporations looking for investments here in Memphis.”

Memphis Match is an online digital platform whereby black firms create a simple user account and click through a series of questions that assess the operational and financial health of your business, your business and personal behaviors, and helps establish goals for success. Our digital advisor then prescribes customized success plans for achieving your goals by recommending the right mix of programs, resources, services, and opportunities over time, and self and peer learning are factored into the equation. Tasks are created to help keep you on the path, and simple swipe through activity within the app allows you to log when tasks are completed. The more you use the application, the smarter our digital advisor becomes, allowing for proactive interventions and adjustments to your prescribed success plans. You will receive periodic alerts and updates on how you’re tracking and you will receive a polite nudge when you are a bit behind, and rewards when you meet milestone tasks.

“I spent the first three years clawing my way, and fighting for invitations to meetings and introductions to the “right” people, struggling to get attention and consideration from established companies who need my products. Match Memphis changed all that,” said Ms. April Pearl, founder and owner of BlackAcme, Inc. “Memphis Match uses our previous registrations, along with this year’s data, to develop a plan for growing my company. Now I have actual next steps that connect me to my new customers. I already know they need what I provide. They already know I am ready to work with them.”

For more information, please visit Memphis Match at www.memphismatch.com.

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