



# ENTRENUITY™

Embracing Challenges, Moving Forward

ANNUAL  
REPORT  
2020





**A  
NEW  
DECADE**





# PERSEVERANCE

## A LETTER FROM THE PRESIDENT

Challenge creates change, and change creates opportunity. 2020 was full of both as Entrenuity pressed on from the previous year's challenges including forced relocation, finding a new location and securing the capital for purchase and reconstruction— not to mention expanding our Coffee Division with the purchase of Common Cup. Then the pandemic hit! But we are better for it. The challenges we experienced unified our vision, reinforced our values and exposed who we are as an organization. Multiple crises created prime opportunities for staff, investors, and our construction team to lead. We discovered our

first contractor was incompetent, untrustworthy, and misused the funds we paid him for construction, leading to our termination of his contract. We lost a significant amount of capital and almost nine months of valuable construction time. The team faced mounds of frustration and anger toward the previous contractor for work not completed or performed so poorly it had to be redone. Then COVID-19 hit our country, changing many aspects of the economy, education system, workplace, and overwhelming our health care heroines and heroes. Challenge creates change. Facing a crippled construction

project, a worldwide pandemic, slumping coffee division sales, and a turbulent city following the horrific killing of Mr. George Floyd with the resulting racial unrest, our team never quit. Change creates opportunity. Being a person of faith, I believe I caught a small glimpse of how forlorn Joseph must have felt when betrayed by his own family, sold into Egyptian captivity, and then forced to serve in a context and culture utterly foreign to him.

We were at our absolute lowest when we experienced a turnaround, which I'm convinced was ordained from the Lord Himself. We were referred to a highly respected Owner's Rep for the rehabilitation of our project. He secured for us a new Architect and General Contractor, in addition to managing the remainder of the project. An Entrenuity Board Member with a background in commercial construction also agreed to consult, attending every planning meeting and multiple follow-up meetings. At times, he would "just stop by" exactly when expert advice was needed or a difficult decision had to be made. We received additional funding to get the building project back on track and we engaged a world-renowned firm for interior design. Construction finally moved forward in earnest! We still faced

multiple setbacks and challenges, but we never quit.

Leaders are often defined in or by a crisis. In our modern era, many leaders are self-proclaimed without ever having led anything. As I reflect on 2020, I must recognize Ms. Randi Craigen, my Admin, who defined crisis-based leadership amid chaos and uncertainty. If not for Randi seizing the challenges, I doubt we would have obtained such a successful outcome. Without any prior experience in commercial construction, she committed herself to the project's success. Randi learned how to manage our commercial loan fund with the bank, prepare documents for the title company, became a Notary for the countless sworn statements that had to be submitted, and was a go-to person whenever the GC and sub-contractors had questions about the project. She never quit. Randi has blessed the entire Entrenuity team and those we are privileged to serve with her leadership. We now have an enterprise-level facility in the former home of Vee-Jay Records on Chicago's historic Record Row. Our new space allows us to offer more coaching, connecting, and capitalizing to black, brown, and women founders.

So, what did I learn from 2020? Challenge creates change, change

creates opportunity, but a crisis reveals genuine character. A crisis doesn't define who you are; a crisis exposes who you are. As I sit in the Soderquist Conference Room overlooking Michigan Ave. and reflect on 2020 as a person of faith, I can say in the tradition of my Black Church foundation, "God made a way out of no way." We continue to press on!



GRIT  
DON'T  
QUIT





# MILESTONE 2020

Entrenuity's 21st year of active engagement in entrepreneurship education and small business development with the underserved.

## EMERGING

Founded in 1999, Entrenuity NFP hosted its first entrepreneurship class of 15 students at Westlawn Gospel Chapel on Chicago's West Side. Within five years, Entrenuity's youth training had yielded 19 youth-led business ventures grossing over \$60,000 in sales, 332 Entrenuity-trained instructors, and over 1300 youth exposed to the fundamentals of entrepreneurship. From that time, Entrenuity thrived providing direct youth education until the recession of 2008, when clients were forced to cut programming and Entrenuity had to refocus to remain viable.

## MATURING

In 2011, Entrenuity's founder, L. Brian Jenkins, launched the for-profit business, StartingUp Business Solutions, based on his book, StartingUp Now: 24 Steps to Launch a Business (SUN). Sustained by SUN, Entrenuity pivoted to include adult entrepreneur programs and training Facilitators to teach the SUN system directly to targeted audiences—including youth groups and after school clubs, adult education classes, the incarcerated and returning citizens. Entrenuity survived economically with continued entrepreneurship leadership and business development among the underserved.

## EXPANDING

With 21 years under our belt we press on facilitating entrepreneurship education for both youth and adults. We work with a special focus on Black, Latinx and Women founders, offering strategic resources to move their businesses forward including:

- private work and conference spaces
- business coaching and business plan development
- connection with fellow entrepreneurs
- industry experts and capital investors
- funding opportunities
- training/event space with enterprise level technology

Entrenuity owns and develops businesses within itself—including two coffee shops, a pavement cleaning company that hires the underemployed, and now a co-working space full of amenities.



Your contribution to Entrenuity stimulates operational and structural advancement.





# INSPIRATION

"If there is no struggle, there is no progress."  
– Frederick Douglass

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From slavery to Black Lives Matter, the Black community has endured some of the worst discrimination to date. Yet, despite a mountain of obstacles in their way, Black entrepreneurs continue to push forward in every industry to make space for themselves. That perseverance is just as important to celebrate as the success it leads to.

Black entrepreneurs have shown over and over that struggle can lead to success. Whether a

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small, store front record label crossing over and getting play on white pop radio stations during a racially turbulent time, or an artist-turned-furniture-designer discovering his gift after losing his corporate job while supporting a young family, there are countless stories of Black entrepreneurs to inspire—inspiration much needed as we met the challenges of 2020 in making a new space for ourselves and our community.





**Pat  
Dowell**

Alderman of the 3rd Ward, City of Chicago

"As our world and greater Chicagoland continue to grow through the current challenges, we need more spaces in the South Loop where residents can access enterprise-level co-working spaces, easily-scheduled conference rooms and neighborhood high-end coffee shops where new ideas and opportunities can flourish. As many people are now working from home, it's absolutely critical for the long-term health of our community that South-siders can utilize these spaces in their own neighborhoods. This is why we're so excited to welcome Entrenuity's Overflow Coffee shop and mox.E Co-working space to their new home in the South Loop! Not only is Entrenuity a Black-owned business, but their whole success model is about helping other minority entrepreneurs and small business owners grow and become stronger parts of our community. I couldn't be more excited to have them here."



**Vance T.  
Henry**

Asst. Deputy Chief of Staff, Chicago Mayor's Office

"More than ever this city needs grassroots efforts to create and drive opportunities for minority founders and small business owners on the South and West sides. At the mayor's office we have initiatives to encourage that growth, but we rely on organizations like Entrenuity to be the key catalysts of fostering economic hope and change."

**| For the first time in 5 years the South Loop scores a Black-owned building—Entrenuity's newly renovated 1449 S. Michigan headquarters, featuring a craft coffee shop and enterprise-level co-working space.**



Your contribution to Entrenuity helps revive community growth throughout the city.



# THE BOARD



**Vicki Kim**

New Board Member

Vicki Kim is a Creative Strategist and Entrepreneur with a love for building all things focused on community and good living. A restaurateur for 10 years, Vicki has been the co-owner of nationally acclaimed restaurants Mott St, Mini Mott and Ruxbin, and is proud to represent the Chicago food scene. She is also the Founder of The WKND - Curative Retreats for Womenkind, highlighting female entrepreneurs. Vicki has served as a consultant and business coach for Entrenuity's food industry entrepreneurs and now formerly joins the Entrenuity Board of Directors.



**Marty  
Ozinga**

Advisory Board



**Tom  
Sosnoff**

Advisory Board



**Mark  
Soderquist**

Advisory Board



**Calmetta  
Coleman**

Board of Directors



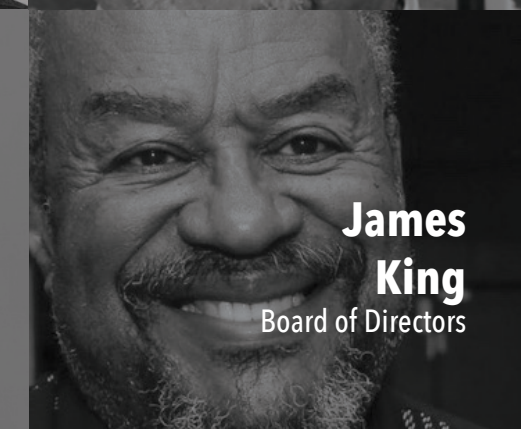
**Ed  
Gilbreath**

Board of Directors



**Ralph  
Kindred**

Board of Directors



**James  
King**

Board of Directors



**Mark  
King**

Board of Directors



# FINANCIALS

as of Nov. 2020

Entrenuity is currently transitioning from a fiscal year ending June 30th to one ending December 31st. The included financial statements are unaudited, consolidated statements for July 1, 2019 – June 30, 2020. We are completing audits for the periods ending June 30, 2020 and December 31, 2020 which will be available 2nd

quarter 2021. Contact [bjenkins@entrenuity.com](mailto:bjenkins@entrenuity.com) if you would like to receive a copy of the audited financial statements when they are available.

The included Common Cup financials are from the time of purchase in October 2019 through June 30, 2020.



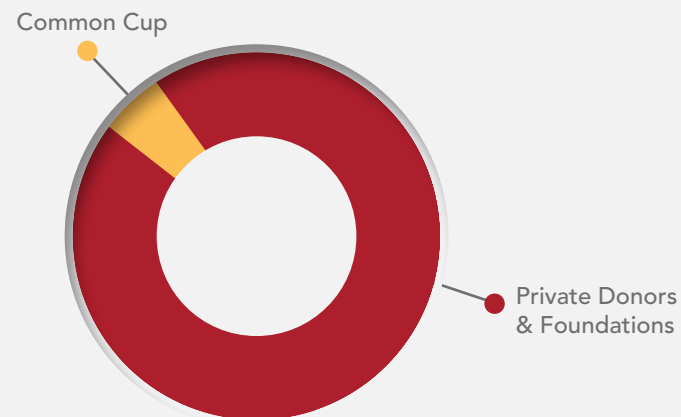


# FINANCIAL REVIEW: July 1, 2019 - June 30, 2020

## Income July 1, 2019 - June 30, 2020

Moxe & Programs	\$	2,339	0%
Private Donors & Foundations	\$	1,094,496	88%
Common Cup	\$	144,227	12%

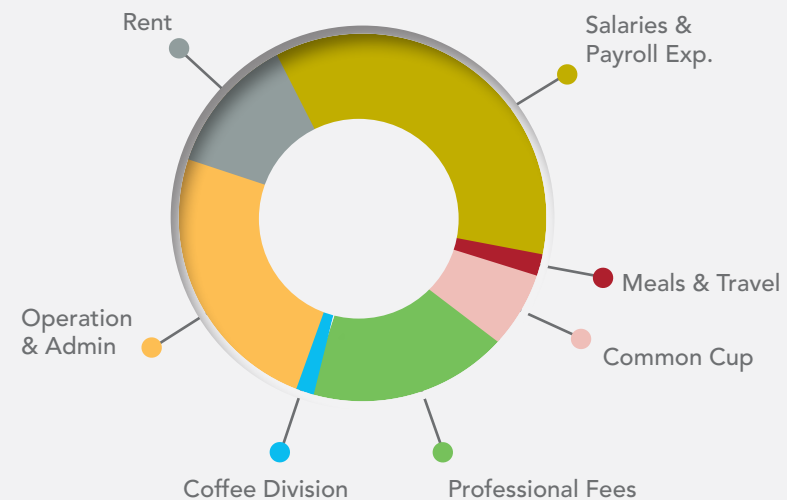
**TOTAL REVENUE** \$ **1,241,062** 100%



## Expenses July 1, 2019 - June 30, 2020

Salaries & Payroll	\$	443,131	37%
Meals & Travel	\$	16,945	1%
Common Cup	\$	77,467	6%
Professional Fees	\$	218,370	18%
Coffee Division	\$	12,575	1%
Operation & Admin	\$	329,788	28%
Rent	\$	100,672	8%

**TOTAL EXPENSES** \$ **1,198,948** 100%



## Assets July 1, 2019 - June 30, 2020

Total Current Assets	\$	61,796
Fixed Assets	\$	1,582,098
Other Current Assets	\$	101,974

**TOTAL ASSETS** \$ **1,745,868**

## Liabilities & Equity July 1, 2019 - June 30, 2020

Liabilities	\$	1,552,149
Equity	\$	193,720

**TOTAL LIABILITIES & EQUITY** \$ **1,745,869**

## Cash Flow July 1, 2019 - June 30, 2020

Net Cash provided by Operating Activities	\$	401,855
Net Cash provided by Investing Activities	\$	(1,559,009)
Net Cash provided by Financing Activities	\$	931,263
Net Cash Increase for Period	\$	(225,889)
Cash at beginning of Period	\$	276,883

**CASH AT END OF PERIOD** \$ **50,946**



## Comparison

July 1, 2019 - June 30, 2020 Income	\$	1,241,062
July 1, 2018 - June 30, 2019 Income	\$	2,343,050

**\*DIFFERENCE** \$ **1,101,988**

\*Note: Many of the donations received in 2018 - 2019 were designated for the purchase of our new building.





## Julius Dorsey

Entrepreneur, Founder—Chicago Fire Furniture

Julius Dorsey started Chicago Fire Furniture after losing a sales job in his late 20's. In one month, he went from being on pace to earn six figures in his 'dream' job, to having no income with bills on the way and a wife eight-months pregnant with their fourth child.

Rather than taking another job, Julius decided to take a leap of faith and start something on his own. He reached back to his dreams from art school to

create something that stood for unconventional beauty and the dichotomy between growth and destruction—and Chicago Fire Furniture was born. The risk paid off and today, Julius has a successful furniture design business, an expanding clientele, and a surplus of orders to fill.

Julius' unique hand-torched designs grace Overflow's new coffee bar, wall shelves and custom tabletops, as well as the one-of-a-kind, custom

"Never let fear tell you what you can or can't do. Don't be afraid to back yourself into a corner where failure isn't an option and fight your way out. You'll make and become something amazing in the process."

table in mox.E's statement conference room. We are honored to showcase Julius' incredible work in our new home as a continual reminder that beauty and resilience is possible when something is enhanced by a destructive force, rather than consumed by it.

[www.chicagofirefurniture.com](http://www.chicagofirefurniture.com)

# A NEW GRIT





# NEW HEADQUARTERS

## A HOME OF OUR OWN...

The very end of 2018 delivered the generosity of a major investor, enabling Entrenuity to purchase a home of our own on Michigan Avenue in the South Loop of Chicago. 2019 was a year of challenges, excitement, and hard-learned lessons as we set out to renovate our new home to best serve our operational needs, and thereby best serve our clients' needs. 2020 finally saw that dream realized!

Entrenuity moved into our new headquarters at 1449 S. Michigan Ave in December 2020, relaunching Overflow Coffee and mox.E Co-working in the former home of Vee-Jay Records on Chicago's historical Record Row. With an aesthetic nod to the time when Vee-Jay Records was the largest Black-owned record company in the world (*who not only released the first Beatles album in the US, but also boasted the legendary Jimi*

*Hendrix as the guitarist for Little Richard during his time with Vee-Jay*), we've designed our new home as a space to prosper—where ideas will flow, friendships will form, connections will be made, problems will be solved, businesses will grow, and great coffee will be served! While the challenges of relaunching during a pandemic are many, we're excited to continue the tradition of helping entrepreneurs launch their businesses in the

space Vee-Jay Records once launched so many great artists of the doo-wop era. Our team had to persevere, be entrepreneurial, and overcome numerous set backs and obstacles to get here. 2021 has already and will continue to throw more challenges our way, but together with our faith and our friends, we'll press on in our new space to help Black, Latinx, and Women entrepreneurs prosper in the pursuit of their dreams!





OVERFLOW  
C O F F E E

# NEW CAPACITY

## For Serving the Community

At the outset of 2020, Entrenuity was hopeful Overflow Coffee would open and operate in its new space by Summer. We never anticipated the challenges that would prevent that deadline from becoming a reality or how a global pandemic would impact the food service industry overall.

We closed our State St. location in April 2018 and began the process of finding a new building to lease-then-purchase, engaging contractors to begin a design/build process and build out

the space for our needs. During this time we experienced multiple problems coupled with contractor irregularities that lead to a stalled project and delayed relaunch. Undeterred, we hired a new contractor who finally got the project moving again with an amazing team of professionals. They were able to rehabilitate the design/build, making it even better than originally imagined!

The new team designed a beautiful and functional space with the customer in mind

including a custom coffee bar for efficient flow of service, a large commercial kitchen so delicious baked goods can be made in-house, and warm, welcoming seating areas to invite authentic interactions and encourage creative output. Our new and returning baristas, managed by Coffee Director, Kari Pendleton, are ready and excited to craft superb coffee and offer the same excellent service provided at our former location, to everyone who walks through the doors of our new home on Michigan Ave.

Overflow's branding also got a fresh look with a new logo, website and merchandise. Check it out.

[www.overflowchicago.com](http://www.overflowchicago.com)

 **INVEST**  
IN ENTRENUITY

Your contribution to Entrenuity strengthens financial footing during uncertain times.





# NEW UPDATES

## For Improved Customer Experience

Entrenuity's purchase of the Common Cup in the last quarter of 2019 was met with a positive response from the staff in place, as well as the neighborhood of Rogers Park. Those first months brought swells of excitement from both groups as they warmly welcomed Entrenuity's coffee professionals, Kari and John Pendleton. The duo ensured a smooth transition from the previous well-loved owners. We entered 2020 thrilled to offer Roger's Park the best possible customer and coffee experience from start to finish.

As the reality of COVID-19 took over, the Common Cup team had to swiftly adapt to the ever-changing protocols and restrictions required to keep staff and community members safe. We are grateful we could sustain our team during Chicago's stay-at-home order and lesser restrictions, without any decrease in wages or product quality to our community members. The shop closed for two weeks during the worst spike in cases during mid-April, and maintained shortened hours throughout quarantine. Staff

were utilized during this time for other projects, including deep cleaning, as well as creating a website and a stronger social media presence.

We updated our branding with a new logo and new merchandise. We joined the Joe Coffee App and positioned ourselves to safely process curbside pickups and walk-in orders so customers felt safe stopping by in any situation. With these upgrades in place, we increased business hours whenever it was safe to do so, experienced increased weekday sales when COVID-19 spikes were down, and even enjoyed some record-breaking streaks compared to weekend sales from the previous year.

We anticipate continued challenges as a small business trying to survive this pandemic, and we will do our best to meet those challenges with dedication and creativity—thankful for the privilege of serving the beautiful Rogers Park community. We are immensely thankful for the incredible Common Cup team, the growth and vibrant energy around the café, and the community's amazing support.

[www.thecommoncupchi.com](http://www.thecommoncupchi.com)

 **INVEST**  
IN ENTRENUITY

Your contribution to Entrenuity serves to foster a higher community standard.



# mox•E NEW SPACE

## For Connecting & Co-working

2020 was a year of strategy and planning as Entrenuity prepared to launch mox.E Co-working—a fully renovated co-working space in the South Loop with executive amenities, enterprise level technology, and expanded business development offerings. Angela Madaha joined the Entrenuity Team as mox.E's full-time Director of Operations in July 2020 and led the critical development of mox.E's operational plan, grand opening launch strategy, schedule of events and programs for 2021, new website to

reflect expanded business offerings, and sales and marketing strategy dedicated to reaching and connecting with Black, Latinx and Women entrepreneurs. mox.E exists to help underrepresented founders thrive, so all of these systems and strategies were created with their needs in mind. mox.E is a unique space in Chicago where underrepresented founders can work, connect, and access resources to grow their business.

# NEW FACE

## Entrenuity Welcomes Angela Madaha

A familiar face around Entrenuity, having worked with us for many years as a small business consultant and Facilitator of the StartingUp Now Learning System—Angela formerly joined Entrenuity in the capacity of mox.E Interim Director of Operations in March 2020 and transitioned into full-time mox.E Director of Operations July 1.

[www.moxechicago.com](http://www.moxechicago.com)



Your contribution to Entrenuity supports operational and organizational growth.



# NEW PARTNERS

## Introducing mox.E Venture Partners

For 20 years Entrenuity has served the Chicago-land community as educators, coaches and connectors, and sometimes capitalizers. In 2020, we expanded our capacity to capitalize via moxE Venture Partners (MVP), a two-part effort. First is the **mox.E Angel Partners (MAP)**: an angel network formalizing what we have always done informally—bring great entrepreneurs and opportunities to the people we know might be interested in such opportunities. In 2020 we expanded BOTH the amount of investment

opportunities we brought forward and the number of angels in the network. Second is the **mox.E Capital Access Fund** launching in 2021 as a side-by-side fund to invest along-with our angels.

If you're interested in joining the angel network or know of an investment opportunity in need of angel assistance, contact [adam.phillips@entrenuity.com](mailto:adam.phillips@entrenuity.com).

[www.moxeventurepartners.com](http://www.moxeventurepartners.com)



Your contribution to Entrenuity drives new business opportunities and equitable relationships.







# NEW OPTIONS

SUN was well-positioned to respond to new circumstances brought on by the pandemic. With a full written curriculum, *StartingUp Now 24 Steps*, and a full online offering, *SC3*, we were already ready to deliver virtual learning—and we've continued to grow our online footprint throughout 2020.

SUN now has a strong and growing presence at [www.sunschoolofhustle.com](http://www.sunschoolofhustle.com), bringing our time-tested content to new audiences in an easy, self-study format. We've also developed custom-made online

environments to teach entrepreneurship to specific target audiences, which has proven to be a needed programmatic offering for clients and a welcome return to regular student programming. The SUN curriculum is the "engine" for our expanded programming options in the new *mox.E* Co-working space, as well. SUN provides valuable educational material to people in need, now more than ever, of a new vision for their futures that includes entrepreneurship!

[www.sunschoolofhustle.com](http://www.sunschoolofhustle.com)



# NEW PATHS

Maintaining relationships with returning customers throughout the pandemic was vital to Renew's sustainability in 2020. Like so many businesses negatively impacted by the pandemic, Renew customers also faced shutdowns of their facilities or slashed budgets. To accommodate their needs during this difficult time, Renew pivoted to include Facilities Maintenance in addition to pavement cleaning. New projects include regular bay and speed door cleaning and bumper replacement at a large distribution facility. Renew continued to promote our line of pavement cleaning products, as well as adding the *Beyond Green Multi-Surface Disinfectant and Cleaner*, noted by the EPA as effective against COVID-19.

[www.renewpavementsolutions.com](http://www.renewpavementsolutions.com)



Your contribution to Entrenuity provides more employment opportunities.





We'd like to thank the following for their expertise, professionalism and hard work in making our building project a success:

Anka Builders and Construction  
Daccord Project Management  
Purohit Architects  
Gensler  
Convergint  
Equilibrium  
Procom  
Chicago Fire Furniture  
Rework Office Furniture  
Second Shift  
Metric Coffee

Also, special thanks to board member, Jim King, who provided key leadership and direction based on 30 years of experience in the commercial construction industry.

# OUR SUPPORT

Entrenuity gratefully acknowledges the following for their generous financial support and project sponsorships:

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Soderquist Family Foundation  
Lawrence and Madelyn Jenkins  
Walter and Darlene Hansen  
Stephen & Elizabeth Fraser  
The Ozinga Foundation  
Code Family Foundation  
MigMir Foundation

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Barney II Foundation  
Daccord  
Purohit Architects  
Convergint Technologies  
Providence Bank & Trust  
Gensler  
Anonymous Donors and Foundations



# ENTREPRENEURS

## Need Support

The COVID-19 economic shutdown hurt African-American businesses the most among racial and ethnic groups in the U.S., with a 41% decline of Black-owned businesses from February to April 2020.

Entrenuity is needed more than ever to provide business support and connections to capital resources for minority business owners struggling to survive.



**INVEST**  
IN ENTRENUITY

Your contribution to Entrenuity develops effective entrepreneurs with solid earning potential.





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312-842-3800  
[entrenuity.com](http://entrenuity.com)

OVERFLOW  
COFFEE

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coworking

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venture partners

RENEW™  
PAVEMENT SOLUTIONS, LLC.

**SUN**  
STARTINGUP NOW

GOON  
The Common Cup

