



**THE**

**BILLBOARD JACKSON**

**ENTREPRENEURIAL  
DEVELOPMENT PROGRAM**

**PHI BETA SIGMA FRATERNITY, INC.**  
A BIGGER & BETTER BUSINESS INITIATIVE





## CALL FOR ENTRIES

The Bigger and Better Business Program of Phi Beta Sigma Fraternity, Inc. invites all aspiring entrepreneurs to participate in the 2023 James A. “Billboard” Jackson Entrepreneurial Development Program. All eligible participants will compete for one of two \$20,000 business development grants, which will be presented in the Summer of 2023 at the Conclave in Houston, Texas.

The Billboard Jackson Entrepreneurial Development program is designed to invest in members of Phi Beta Sigma Fraternity, Inc. who wish to start a business. The program is a component of the fraternity’s Sigma Business Initiative, which is the networking and small business support arm of its Bigger and Better Business Program.

Through the program, Phi Beta Sigma will provide start-up capital to fraternity members who present outstanding business plans at its biannual International Conclave meeting. An expert panel of businessmen will objectively evaluate each presentation according to a rubric system. The fraternity will recognize the outstanding businesses with investment capital to assist in their start-up venture.

To apply, simply complete and return the enclosed application, along with your business plan, to your Regional Bigger and Better Business Director. A panel of judges will review all application packets and will select finalists for the fall competition. All finalists will then be assembled and asked to present their business plan and idea to the panel; from there, the panel will select the two grant winners.

Please contact your Regional Bigger and Better Business Director or Bro. Terrance Gibson, International Director, at [bbb@phibetasigma1914.org](mailto:bbb@phibetasigma1914.org), for more information.

## PROGRAM IMPLEMENTATION TEAM

Terrance Gibson  
Gerald Lott  
Charles Thomas  
Adrian Howard

Ben Alston  
Melvin Hall  
Antonio McCoy  
Mike Harvey





## BACKGROUND



The Billboard Jackson Entrepreneurial Development program was established in 2000 as part of the fraternity's Eastern Region's Bigger and Better Initiative. The program was named in honor of Hon. Bro. James A. "Billboard" Jackson, a corporate pioneer and first black editor of Billboard Magazine. The region provided two \$1,000 business development grants to fraternity

members (one collegiate and one alumni member) who submitted outstanding business plans. Past grant recipients have grown their businesses into multi-million-dollar enterprises.

In 2015, the fraternity voted to expand the Billboard Jackson Entrepreneurial Development program as an initiative under

the Sigma Business Initiative program. The program now invites members from each of the fraternity's seven regions to compete for the development grants. The international competition took place in 2016, where 32 businesses submitted business plans for consideration. Out of the initial entries, 8 businesses were selected as finalists, and were invited to present their respective plan at Phi Beta Sigma's International Headquarters office. The final round was held on September 16, 2016 as part of Phi Beta Sigma's Congressional Black Caucus Foundation week. At the Conclave in Myrtle Beach 2021, there was an extremely competitive program, after careful consideration, the panel selected Obia Naturals, Bro. Omini Ewah (Omicron Sigma (Alumni), Gulf Coast Region) and What the Cluck Restaurant, Bro. Alvin Donaldson (Collegiate, Eastern Region) as the two grant recipients. This year, the conclave event will be moving to a larger venue in Houston, Texas. The Bigger and Better Business team looks forward to conducting a more competitive Billboard Jackson Program during the 2023 Conclave.

## 2023 PROGRAM GUIDELINES

- Two (2) \$20,000 grants will be awarded (one Collegiate and one Alumni) for the best business plan and presentation as judged by a panel of business development professionals.
- The grants will be presented to the company for which the brother is representing. The company must have—or is in the process of securing—a legal entity and a DUNS number.
- Business plans may be submitted by teams as long as all members of the team have the same membership status within the Fraternity.
- Plans may be submitted for either new or existing business ventures as long as the plan is the original creation of the Brother or team participating in the contest.
- All Brothers who submit a plan must be in good financial standing at all levels of Phi Beta Sigma Fraternity, Inc. Each finalist must be registered for the 2023 Conclave by the final round of competition.
- There is no set format for the written business plan, however, each plan will be judged on the merits of the explanation of the concept in written form, concise goals and projections, proof of market research and overall visual presentation in addition to the formal ten minute live presentation.
- Each submitted plan will be initially judged on a regional level—either at the 2023 Regional Conference or at another designated location. Winners from each region will then compete for the two international grants at the 2023 Conclave in Houston, Texas.
- The information contained in each plan will not be shared, sold or copied by any other entity.
- An electronic copy of all business plans for regional winners/representatives must be submitted to Bro. Terrance Gibson, International Director, Bigger and Better Business ([bbb@phibetasigma1914.org](mailto:bbb@phibetasigma1914.org)) by May 21, 2023, by the Regional Director of Bigger and Better Business.



## 2023 JAMES A. "BILLBOARD" JACKSON ENTREPRENEURIAL DEVELOPMENT PROGRAM

APPLICATION FORM

### PERSONAL AND BUSINESS INFORMATION

Company Name	
E-mail Address	
Web Address	
Primary Contact	
Email Address	
Secondary Contact	
Street Address	
City, State Zip Code	
Telephone Number	
Industry	

### PHI BETA SIGMA INFORMATION

Membership Number	
Collegiate/Alumni	
Name of Chapter	
Region	

### BUSINESS PLAN CHECKLIST

(Note: Application must be accompanied by a complete business plan, which should include each of the following sections below. Please check all that apply)

	<b>Executive Summary</b>		<b>Sales and Marketing</b>
	<b>Products and Services</b>		<b>Management Team</b>
	<b>Operations</b>		<b>Financial Summary</b>
	<b>Product Development</b>		<b>Business Description</b>

Completed Application and business plan must be sent electronically to: Reginald Sluch, International Director of Bigger and Better Business, [bbb@phibetasigma1914.org](mailto:bbb@phibetasigma1914.org). Email Subject Line must be "Business Development Grant Entry for <your name>".



## BUSINESS PLAN CONTENT DESCRIPTION

<b>Executive Summary</b>	Grade the effectiveness of the introductory presentation of the entire business plan. After reading the executive summary, how interested are you in learning more about the company?
<b>Business Description</b>	The business description should include the various aspects of the company offerings, the history of the business, and any personal goals and objectives. The description should also provide the company's present situation—including current contracts, patents, copyrights, etc.—and any risks that affect the future performance of the company.
<b>Products and Services</b>	This section should describe what it is that the company is selling, as well as what makes the product or service unique.
<b>Sales and Marketing</b>	This section describes in detail the product or service's industry, the state of the market, competition, and general costs. The section should include what differentiates the product or service from its competitors (competitive advantage)
<b>Operations</b>	This section describes how the company operates, where its offices are located, equipment, overhead or other expenses, legal relationships, suppliers and credit policies. The section should also list key stakeholders (investors, employees, management, organizational chart, etc.
<b>Management Team</b>	This section provides detailed biographical information on the company's managers/executive team.
<b>Product Development</b>	This section gives the action plan the company will follow to make the product or service successful. The section should provide the path to success, both short term and long term. Where will your company be in five and ten years, and how will you get there?
<b>Financial Summary</b>	This section gives the record of the company's financial situation, and should include the company's financial statements (audited and unaudited).

Phi Beta Sigma Fraternity will never share, sell, or rent individual personal or company information with anyone for their promotional use without your advance permission or unless ordered by a court of law.

