

## Executive Summary

### Ureeka Mission

The Ureeka mission is to democratize economic opportunity by reducing the risks of growing a small to medium business (SMB) through community.

Underserved communities are hit particularly hard. Their success stalls due to limited access to capital, expertise, best practices and qualified services.

Ureeka is a community that provides unprecedented access to the expertise needed to grow their business through collaboration, shared best practices and programming for all stages of company growth.

### A Single Destination for Entrepreneurs

Ureeka scales our mission through our platform that connects members with the people, programs and connections that will help them grow, with a formula proven to help – **80% of those who commit to it grow revenue by more than 50%**.

### People

Ureeka is a community of real people. Members connect with peers, mentors and coaches with various industry expertise to identify and solve key business challenges, getting answers to the hardest questions and support along their entrepreneurial journey.

### Programs

Access to vital education, training and funding opportunities – infrastructure that big companies take for granted – to help members build, grow and scale. Ureeka has developed proprietary methods tailored for next wave entrepreneurs to meet them where they are with immediate impact.

### Connections

We break the access gaps to empower entrepreneurs with the connections they need to get the right capital for their business. Our members are directly connected with vetted sources of capital, trusted partners and easy tools to determine the *right* source of capital for the right stage, vertical and trajectory.



