

## Capital One Entrepreneurship Program at LaGuardia CC / NYDesigns

### ABOUT THE PROGRAM

The Capital One Entrepreneurship Program is a free business training program for students at LaGuardia Community College who want to start a profitable business. Beginning in 2015, the program exclusively supports the creation of technology-based businesses.

During the 11-week training, nine entrepreneurs receive a suite of business support services:

- **Weekly business workshops** that introduce them to the fundamentals of the business development process, including:
  - The business pitch, financial market research, marketing, financing and capital structure, planning and forecasting, building an effective team, and business management.
- Individual **business counseling sessions**, which lend them critical insight on the intricacies of their business plan
- Ongoing **mentorship from Capital One small business bankers**
- Free access to **dedicated co-working space**, office resources, business services, and events at NYDesigns' business incubator
- \$1,000 in seed capital to build a prototype of their product

The program concludes in a **Demo Day** where the students present their prototypes and pitch their business ideas to a panel of judges for a chance to win an **additional \$3,000 in seed capital**.

Upon successful completion of the program, students walk away with:

- Up to \$4,000 in seed capital
- A working prototype of their product
- A strong pitch deck for approaching investors and partners
- The skills and confidence to take their business to the next level

The Capital One Entrepreneurship Program is administered by NYDesigns, a program of LaGuardia's Division of Adult and Continuing Education, with support from Capital One Bank's Community Development Banking division.

### PROGRAM HISTORY

The partnership between Capital One Bank and NYDesigns was established in 2008. Over the past seven years, Capital One and NYDesigns have together served 93 students, with at least 18 more anticipated for 2015. The program boasts an 86% student retention rate.

The program and associated competition have taken place annually since 2008 and became a biannual occurrence in 2011. Previous participants and winners of the competition have gone on to launch their business ideas into fully functioning businesses, from a line of handmade leather bags to a luxury women's footwear website to a photography studio with a storefront in Brooklyn.

In 2014, Nadira El Khang—a program graduate, winner of the spring 2012 competition, and Founder and Owner of handmade leather bag company NadiraBag—joined NYDesigns' competitive incubator program as a resident member, marking the first time a program alumna/us had graduated to NYDesigns' more advanced program for early-stage businesses.

