



Black Businesses Matter ©

The Black Shopping Networks.™ is a Black-owned business from top to bottom. We are in this together. Black America, women entrepreneurs, minority dreamers is our community. We want to invest in your resources with a world-class, affordable community based solution.

Website: TheBlackShoppingNetworks.com

Social: [Instagram](#) | [Twitter](#) | [Facebook](#)

COMPANY OVERVIEW

Founded by Janice McLean DeLoatch, alumna of the [Babson Black Women's Entrepreneurial Leadership \(BWEL\)](#) program, **The Black Shopping Networks™** is a highly recognized, low-cost vehicle for minority businesses to reach a substantial audience and generate sales they never dreamed of while efficiently managing costs including strategies to target and capture loyal customers everywhere. Since many small minority owned businesses either do not have a website and/or waste their limited resources depending on adds on social media that do not translate into repeat customers and actual sales, The Black Shopping Networks™ features services such as low cost website development, search optimization, national advertising, business spotlighting, low cost liability insurance, and minority small business resources to protect, manage, sustain and grow their business.

Their objective is to remove persistent barriers to access that have hindered minority businesses from competition especially critical AI platforms that heretofore have limited growth and sustainability. These important resources include proprietary integrated enterprise platforms providing much needed business analytics, a quantifiable customer acquisition and loyalty platform (gift cards and a digital wallet with store coins for direct transactions) and customer relationship management resources for a truly one stop hub so that now, for the first time, minority small businesses will compete on a level playing field and have resources to grow and to sustain their businesses.

The Black Shopping Networks™ provides affordability, recognition, market reach, and access to financial and community resources to shape and sustain every small minority owned business anywhere. Their goal is to have over 10,000 small businesses on our platform with over one million shoppers the first year and over 30,000 merchants with over 2 million shoppers by the end of year two. [Read More](#)

CHALLENGES

*Please select **one** challenge that the company is facing and present your solution in accordance with the delivery frameworks provided.*

1. **Follow-up Strategies for Customer Conversion:** Establish a follow up mechanism to engage all contacts that visit The Black Shopping Networks.com or follow their social media channels in order to convert them into shoppers and/or merchants or vendors.
2. **Merchant Engagement and Metrics:** Implement an engagement strategy and system to collect and deliver metrics that allow the merchant to understand the effectiveness of the platform, Average Engagement Rate (AER), Conversion Rate (CTA), Click Thru Rate (CTR) and Social Media Interaction conversion rate (SMICR)
3. **Referral Generation:** Establish a referral generation strategy for merchants and shoppers.

CHALLENGE FRAMEWORK

Team Eligibility:

- All current students (graduate and undergraduate) are eligible to compete
- Teams can be comprised of 1-5 members; all must be in attendance on March 27
- Five teams will be selected to deliver their live presentations, on a first-come, first-serve basis

Presentation Criteria:

Teams will present a 3 minute live online presentation, with 2 minutes of judge Q&A. The presentation must include 1-3 slides. All team members must be present (video on), although not all are required to speak.

Judging Criteria:

- **Level of Feasibility:** The solution presents an action-oriented, timely solution that can be implemented immediately, and deliver measurable results.
- **Level of Creativity/Innovation:** The solution demonstrates out-of-the box thinking that will propel the business forward in a way that sets them apart as a leader in their industry.
- **Quality of Presentation:** Slides and pitch are delivered in a way that conveys clarity of ideas, creativity, and generates judge/audience enthusiasm. Slides and timing align with the frameworks provided.

Prizes:

\$1000 in cash prizes, provided by the Center for Women's Entrepreneurial Leadership and the Office of Multicultural Programs, will be awarded!

- \$600 – First Place
- \$300 – Second Place
- \$100 – Third Place

Registration:

[Please click here to register your team by Tuesday, March 23.](#) Space is limited. Teams will be selected on first-to-register basis. Slide decks are to be submitted to Valerie Paquette by Thursday, March 27, 2021 at 11:59 p.m. EST.

Important Dates:

March 22 – Team registration deadline
March 25 – Teams submit slide decks
March 27 – Team Presentations | 1-2 p.m.
March 27 – Awards Ceremony | 4:15 – 4:25 p.m.
March 29 – Follow up e-introduction to Janice McLean DeLoatch

Judges:

- **Janice McLean DeLoatch**, Founder, The Black Shopping Networks
- **Dr. Shakenna Williams**, Director of Global Initiatives, Center for Women's Entrepreneurial Leadership
- **Dr. Jennifer Bailey**, Professor, Technology and Operations Management, Babson College

Contact:

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