

Please provide the following information about your business

Please select what best describe your business.

- Existing Business (in operation more than six (6) months)

Business Name

The Agape Experience

Form of Ownership

Sole Proprietor

Business Address

6516 N 32nd St.
Omaha, Nebraska 68112
United States

Date the business was established

07/03/2020

Company representative

First Name

Diedra

Last Name

Williams

Phone Number

(901) 343-7734

Email

diedrawilliams24@yahoo.com

Name of Presenter

Diedra Williams

More about your business

Nature of business - include a brief description of the product/service and the nature of your market. Submit product brochures, links to social media sites, and any other company literature. Please only share non-confidential.

The Agape Experience is an all-natural skincare business. We are currently in Hyvee on Cass Street. We infuse our products with essential oils to provide aromatherapy, fade hyperpigmentation and heal scars. We also make products to soothe eczema and reduce flare ups. Our motto is; We Care, Self-Care.

Goals for joining the accelerator

Exposure and Expansion, a mentor

Headshot of the company's CEO

- [6F6F6CBE-C5E9-4FD2-8513-7E4CC799078F.jpg](#)

Does the business own all rights (including intellectual property) to the material submitted and presented for this competition?

Yes

Describe your business, product or service and what differentiates it from your competitors.

Our products are based in the belief of homeostasis. We believe in Self-care and our products are birthed from this thought process. Our products are all natural and minority driven. We incorporate ingredients for the purpose of aromatherapy, pain and aiding in the lack of self-care in women and men. Have you ever seen anyone shower or put on lotion in pure joy? That is the feedback we receive from out customer. We create self-care packages and bundles that work.

Current status or stage of development of business: (e.g. working on prototype, produce in advanced development, etc.)

We are still in the beginning stages of our business.

Current sales revenue (dollar volume per month)

\$1,000.00

What is your gross annual revenue? (dollar volume per year)

\$12,000.00

Number of employees (include principals)

| Part Time | Full Time |
|-----------|-----------|
| | 1 |

Projected Number of employees in 12 months

| Part Time | Full Time |
|-----------|-----------|
| 4 | 2 |

Is this your primary business?

Yes

Is this your original concept?

Yes

Please specify your ethnicity.

African-American

What is your age?

45 or Above

Is the business owned by a veteran?

No

Is at least 51% of the business owned and controlled by a woman?

Yes

Is your company a small business?

Yes

Do you have any investors or partners?

No

Is your business currently licensed or registered in the State of Nebraska or Iowa?

No

Is at least 51% of the business is owned, and controlled by an ethnic minority and please specify which one.

yes, African American

Type of financing used to operate a business to date

- Personal Resources

Status of Business Plan

In preparation and available by

Indicate date available by

02/05/2023

Would you like free business advisory assistance in writing a business plan?

Yes

Types of business assistance needed (Check all that apply)

- Business Strategic Plan development
- Funding for start-up and maintenance
- Promotion and marketing assistance
- Service Training/Educational
- Business Networking Opportunities
- Commercialization

Do you need help building your Pitch Black registration material?

Yes

Please explain what services you or your organization can offer other clients of the Business Accelerator Program:

I can offer business and life coaching services. I received my Master of Science at Bellevue Universities College of Business, in Organizational Leadership and Executive Coaching, I am a financial coach for the Financial Hope Collaborative with Creighton University. I am an instructor (teacher) at Metropolitan Community College.

Consent 1

✓ I understand the Pitch Black Accelerator Program is designed to support the Midlands African Chamber emerging businesses to succeed and thrive. Participating in the Pitch Black Accelerator Program necessitates interaction with the assigned mentor, attendance at educational and networking sessions, and reporting to the Midlands African Chamber on business changes. Once selected as a Pitch Black Accelerator participant, I must become a member of the Midlands African Chamber.

Consent 2

✓ By registering and participating in this program, I consent to the recording of my likeness, image and/or voice and authorize the Midlands African Chamber to use photographs, videos, and audio recordings containing my likeness, image and/or voice in any medium for any purpose

Consent 3

✓ I agree to the terms and conditions of the [Pitch Black Accelerator Program](#).

Applicant's Name

Diedra Williams

Applicant's Title

Owner

| Date | Signature |
|------------|-----------------|
| 01/27/2023 | Diedra Williams |