



# HBCU EMPOWER

## HBCU ENTREPRENEURSHIP EMPOWERMENT SUMMIT



2025 HBCU Entrepreneurship Empowerment Summit  
 Marquis Marriott, Washington, DC  
 June 19 – 21, 2025

### CONFERENCE OVERVIEW

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Welcome to The 2025 **HBCU Entrepreneurship Empowerment Summit**, the third annual national conference hosted by the Howard University & PNC National Center for Entrepreneurship. This conference is a unique convening which connects entrepreneurs, investors, business leaders, and HBCU institutions to support the growth of entrepreneurial ventures and ecosystems. The summit features workshops, panels, networking events, resource fairs, and so much more to empower business owners. Expected attendees include: HBCU presidents, deans, faculty, student entrepreneurs, HBCU alumni entrepreneurs and investors, and more! The 2024 conference included representation from over forty HBCUs, with more expected for this year's conference.

### SCHEDULE & AGENDA

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THU, JUNE 19TH	
2:00 PM – 9:00 PM	Registration <i>Level M2</i>
6:00 PM – 9:00 PM	<b>Welcome Reception</b> Presented by the Mid-Atlantic & Mid-South Regional Centers

<b>FRI, JUNE 20TH</b>	
<b>8:30 AM – 9:30 AM</b>	<b>Breakfast</b>
<b>9:00 AM – 10:00 AM</b>	<b>Welcome &amp; Opening Address</b> “Creative Capital: Building the Future at the Crossroads of Culture and Commerce”
<b>10:20 AM – 11:20 AM</b>	<b>Breakout Sessions #1</b> <ul style="list-style-type: none"> <li>• “Exploring Alternative Business Models in an Uncertain Economy”</li> <li>• “Creating Community for Regional Entrepreneurial Impact”</li> <li>• “Financial Literacy for the Future”</li> </ul>
<b>11:30 AM – 12:30 PM</b>	<b>Breakout Session #2</b> <ul style="list-style-type: none"> <li>• “Communicating to Customers with Digital Marketing”</li> <li>• “Selling to SLED: Unlocking Public Sector Opportunities”</li> <li>• “Bridging Research &amp; Revenue: Unlocking the Commercialization Potential of HBCU Innovation”</li> <li>• “Entrepreneurship Through Acquisition”</li> </ul>
<b>12:30 PM – 2:00 PM</b>	<b>Lunch &amp; Mainstage Discussion</b> “Legacy & Launch-Empowering HBCU Alumni Entrepreneurs”
<b>2:20 PM – 3:20 PM</b>	<b>Breakout Session #3</b> <ul style="list-style-type: none"> <li>• “From Hustle to Headlines: How Great PR Gets You Featured, Followed, and Funded”</li> <li>• “Elevating HBCU Entrepreneurship Ecosystems: Sharing Best Practices”</li> <li>• “Valuing Your Company for Acquisition”</li> </ul>
<b>3:40 PM – 4:40 PM</b>	<b>Breakout Session #4</b> <ul style="list-style-type: none"> <li>• “Grow Your Business with AI-Powered Tools”</li> <li>• “From 0-60 in 6 Months: How to solidify, systemize, and scale in 6 Months”</li> <li>• “Research Informed Practice: Faculty Fellows Roundtable”</li> <li>• “Pathways to Franchise Ownership”</li> </ul>
<b>3:00 PM – 7:00 PM</b>	<b>Mecca Marketplace &amp; Resource Fair</b>
<b>6:00 PM – 9:00 PM</b>	<b>The “Boots on The Ground” Reception</b> Presented by the Southeast & Southwest Regional Centers

<b>SAT, JUNE 21ST</b>	
<b>10:00 AM - 12:30 PM</b>	<p><b>The Future Innovators Brunch</b></p> <ul style="list-style-type: none"> <li>• “The Future of Entrepreneurship: Tech, AI, &amp; Community Impact”</li> <li>• “Collective Economics: Navigating and Maintaining in the Retail Environment”</li> </ul>
<b>12:30 PM - 1:30 PM</b>	<p><b>Breakout Session #5</b></p> <ul style="list-style-type: none"> <li>• “Optimizing Your Supply Chain”</li> <li>• “From Idea to App”</li> <li>• “Unlocking the Entrepreneurial Mindset – Classroom Tactics to Reframe Failure and Build Resilience”</li> <li>• “Design Thinking for Entrepreneurs”</li> <li>• “An Introduction to Angel Investing”</li> </ul>
<b>1:40 PM - 2:40 PM</b>	<p><b>Breakout Session #6</b></p> <ul style="list-style-type: none"> <li>• “Storytelling for Startups: Crafting a Brand Narrative &amp; Identity”</li> <li>• “Teaching Students to Leverage AI for Leaner, Smarter Ventures”</li> <li>• “Teaching Entrepreneurs to Identify Customers”</li> <li>• “Unlocking Capital – How to Secure Grants and Funding for Social Good”</li> <li>• “Real Estate, Real Power: Strategies for Ownership, Equity, and Legacy”</li> </ul>
<b>2:50 PM - 3:50 PM</b>	<p><b>Breakout Session #7</b></p> <ul style="list-style-type: none"> <li>• “Mastering Entrepreneurial Finance – Knowing Your Numbers for Sustainable Growth”</li> <li>• “Bridging Social Justice and Social Entrepreneurship: Experiential Learning for Future Changemakers”</li> <li>• “The Pull Up &amp; Pitch Competition”</li> </ul>
<b>6:00 PM - 9:00 PM</b>	<b>HBCU EMPOWER Awards Ceremony</b>