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MMTC[®]
Multicultural Media, Telecom
& Internet Council

JUMPSTART YOUR TECH BUSINESS GUIDE

Powered By The
Multicultural Media, Telecom and Internet Council

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Introduction

Whether you're a student, a recent graduate, or a mid-level or seasoned professional exploring tech entrepreneurship, the *MMTC Jumpstart Your Tech Business Guide* provides a five-step process along with resources to help you develop and execute a strategy to launch your business. The five steps include:

- Step 1: Launch Your Digital Side Hustle and Tech Business
- Step 2: Fund Your Tech Business
- Step 3: Target Funders Who Support Diversity
- Step 4: Partner with Corporate Supplier Diversity Programs
- Step 5: Identify Peer Groups and Continuing Education Opportunities

Each of these steps is discussed in detail below. They are not meant to be chronological. Use them according to what you need to create a cohesive process for the launch of your tech business.

The *MMTC Jumpstart Your Tech Business Guide* is a living, interactive document that will be updated from time to time. If you have additional recommendations for resources, please send them to media@mmtconline.org. It will be made available on MMTC's website.

Step 1: Launch Your Digital Side Hustle and Tech Business

Thinking about or in the planning phase of starting a digital side hustle or a tech business? Check out these articles and podcasts as resources:

Articles:

Digital Side Hustles and Online Businesses

- How to Start a Side Hustle While Keeping Your Day Job
www.thebalancesmb.com/how-to-start-a-side-business-while-keeping-your-day-job-4115403
- 5 Digital Side Hustles You Can Start Today
www.essence.com/lifestyle/money-career/gig-economy-digital-side-hustles-you-can-start-today
- 20 Ways to Start a Digital Side Hustle
www.blackwallet.org/20-ways-to-start-a-digital-side-hustle-in-2019
- 50 Ideas for a Lucrative Side Hustle (includes tech side hustles)
www.entrepreneur.com/article/293954
- 7 Apps You Can Use to Start a Side Hustle
www.thebalancesmb.com/apps-to-start-side-hustle-4134658
- How to Get Started and Make Money with an Online Business
www.thebalancesmb.com/online-business-4161610
- 5 Online Businesses You Can Start with No Money
www.thebalancesmb.com/start-online-business-with-no-money-4128823
- How to Make Money with WordPress
www.thebalancesmb.com/how-to-make-money-with-wordpress-4586803
- Make Money on Your YouTube Channel Besides the Partner Program
www.thebalancesmb.com/5-ways-to-make-money-on-youtube-besides-the-yt-partner-program-4172141
- How to Make Money Selling Information Products Online
www.thebalancesmb.com/sell-information-products-online-4129549

- How to Make Money Selling E-Books Online
www.thebalancesmb.com/make-money-selling-ebooks-online-4122181

Resources that Support Digital Side Hustles and Online Businesses

- How to Create a Website
www.thesitewizard.com/gettingstarted/startwebsite.shtml
- Build Your (WordPress) Website in 5 Steps
<https://en.support.wordpress.com/five-step-website-setup>
- How to Create a (Wix) Website
www.wix.com/how-to/make-a-website
- Getting Started with Squarespace (how to create a website)
<https://support.squarespace.com/hc/en-us/articles/205809798-Video-Series-Getting-started-with-Squarespace>
- How to Use Leadpages (connect with an audience, collect leads, and close sales with websites, landing pages, pop-ups, alert bars, and more)
www.leadpages.net
- Getting Started with Mailchimp (newsletter, e-blasts, and more)
<https://mailchimp.com/resources/getting-started-with-mailchimp>
- How to Use Click Funnels as a Website and Sales Funnel Builder
www.clickfunnels.com
- Clickfunnels Tutorial Training Videos – Beginners Guide for Clickfunnels
<https://money-experience.com/clickfunnels-tutorial-training-videos>
- How to Use Social Media to Launch Your Online Business
www.socialmedia.biz/how-to-use-social-media-to-launch-your-online-business
- Using Social Media to Promote Your Business
www.dummies.com/business/online-business/using-social-media-to-promote-your-business
- How to Use Google Ads for Your Business
<https://ads.google.com/home/how-it-works>

- The Ultimate Guide to Google Ads
<https://blog.hubspot.com/marketing/google-adwords-ppc>

Tech Businesses

- How to Start a Tech Company: 21 Crucial Steps
<https://fi.co/insight/how-to-start-a-tech-company-21-crucial-steps>
- How to Start A Tech Company with No Money
www.forbes.com/sites/quora/2017/03/09/how-to-start-a-tech-company-with-no-money/#44b8a6491d7b
- How to Start a Tech Company When You Have No Tech Experience
<http://fortune.com/2016/11/29/tech-startup-no-experience>
- Launching and building a startup: A founder's guide
www.techrepublic.com/resource-library/whitepapers/launching-and-building-a-startup-a-founder-s-guide

Podcasts:

Backstage Capital's The Bootstrapped VC Podcast: Features discussions about what it's like to build a venture capital fund from scratch and that give people of color, women, and LGBTQ entrepreneurs deep insights into what investors are really looking for.
Website: <https://backstagecapital.com/podcast>

Be Bitwise Podcast: Features discussions that encourage more people of color and women to enter the field of technology.
Website: <https://podcasts.apple.com/us/podcast/be-bitwise/id1394078406?mt=2>

Black & Brown Founders' Rewriting the Playbook Podcast: Features discussions about an entrepreneur of color's journey from ideation to revenue generation and beyond.
Website: <https://blackandbrownfounders.com/podcast>

Blacks in Tech Podcast: Features discussions about entrepreneurship, career opportunities, and diversity and inclusion for African Americans in the tech field.
Website: <https://podcasts.apple.com/us/podcast/bit-blacks-in-technology/id1030047697>

Black Tech Unplugged Podcast: Features stories about Blacks in tech.

Website: <https://blacktechunplugged.com>

Black Women Talk Tech Podcast: Features interviews with Black women entrepreneurs about their entrepreneurial journey and lessons learned.

Website: www.stitcher.com/podcast/the-grit-live/the-black-women-talk-tech-podcast

Get Found, Get Funded Podcast: Features interviews with entrepreneurs who lead companies that are generally under-represented in the startup space.

Website: www.getfoundgetfunded.com

Good Bye Ventures' Tech Forward Podcast: Features discussions about the role of diversity and inclusion in the technology and media industries in the U.S. and beyond.

Website: <https://goodbyteventures.com/tech-forward-podcast>

Latinos in Tech Podcast: Features interviews with Latinos who work in STEM.

Website: <https://podcasts.apple.com/us/podcast/latinos-who-tech/id1457481391>

LatinXAmerica Podcast: Features interviews with Latinx experts who use, leverage, create or invest in technology in ways that positively impact the Latinx community.

Website: <https://podcasts.apple.com/us/podcast/latinxamericas-podcast/id1388177188>

MarieTV: Features business, marketing, and career advice provided by author and thought leader Marie Forleo and her guests

www.marieforleo.com

of10 Podcast: Features interviews with tech personalities of color to discuss startups, venture capital, education, and more.

Website: <http://willlucas.co/category/of10podcast>

Side Hustle School Podcast (includes an online community and website): Features different stories of how ordinary people have all started a hustle without quitting their job, and by using the skills they already have.

Website: <https://sidehustleschool.com>

#SmartBrownVoices Podcast: Features interviews with successful Black and Latinx startup founders, entrepreneurs, activists, marketers, and creatives that can help growth hack your business/startup.

Website: <https://smartbrownvoices.com>

Apple: <https://podcasts.apple.com/us/podcast/smartbrownvoices-learning-from-diversity/id957351613>

Android: <https://anchor.fm/smartbrownvoices>

Tech Inclusion Podcast: Features discussions with change makers, diversity and inclusion leaders, and innovators driving diversity and inclusion in the tech ecosystem and beyond.

Website: <https://changepocatalyst.co/podcast>

The Out Entrepreneur Podcast: Features discussions that support LGBTQ entrepreneurs and start-up founders.

Website: www.rhodesperry.com/podcast

The Women in Tech Show: A Technical Podcast: Features technical interviews with prominent women in technology.

Website: <https://player.fm/series/1300413>

WashingTECH Tech Policy Podcast: Features tech law and policy news and interviews.

Website: www.iheart.com/podcast/53-washingtech-tech-po-28387708

Women in Tech Podcast: Features stories from inspiring engineers, female founders, investors, UX and UI designers, and journalists.

Website: <https://player.fm/series/women-in-tech-podcast-hosted-by-espre-1402146>

Women in TECH Podcast: Features the latest news in TECH, entrepreneurship, opportunities to propel your startup, and navigating the STEM world as women.

Website: <https://player.fm/series/women-in-tech>

Step 2: Fund Your Tech Business

Here's your chance to be creative in how you approach funding your tech business. There are several options.

- Seek a bank loan or credit-card line of credit.
- Trade equity or services for startup help.
- Negotiate an advance from a strategic partner or customer.
- Explore federal funding opportunities.
- Join a startup incubator or accelerator.
- Solicit venture capital investors.
- Apply to local angel investor groups.
- Start a crowdfunding campaign.
- Request a small-business grant.
- Pitch your needs to friends and family.
- Fund your startup yourself.

Federal Funding Opportunities:

- The U.S. Department of Labor provides grants and contract-based funding in the Apprenticeship domain
www.dol.gov/featured/apprenticeship/grants
- National Science Foundation Funding Opportunities
www.nsf.gov/funding/azindex.jsp

Articles:

Check out the articles below for more information.

- The 10 Most Reliable Ways to Fund a Startup
www.entrepreneurmag.co.za/advice/funding/how-to-guides-funding/the-10-most-reliable-ways-to-fund-a-start-up/
- Which type of funding is actually best for your business?
<https://techcrunch.com/2019/06/05/which-type-of-funding-is-actually-best-for-your-business>
- Best Crowdfunding for Startups
www.business.org/finance/loans/best-crowdfunding-sites-for-startups

- Accelerators vs. incubators: What startups need to know
www.techrepublic.com/article/accelerators-vs-incubators-what-startups-need-to-know
- All Startup Support Programs and University-Based Accelerator Programs
www.acceleratorinfo.com/see-all.html
- 25 Diverse Startup Incubators
<https://smallbiztrends.com/2013/11/list-of-startup-incubators.html>
- 31 Top Accelerators and Incubators for Women
<https://www.startupfunding.co/blog/31-top-accelerators-and-incubators-for-women>
- 7 Accelerators and Incubators You Should Know About (for people of color and women)
<https://afrotech.com/7-accelerators-and-incubators-you-should-know-about>
- Top Tech Startup Incubators of 2019
<https://www.10xfactory.com/tech-startup-incubators>
- Funding your startup: Crowdfunding vs. Angel Investing vs. VC
<https://www.techrepublic.com/article/funding-your-startup-crowdfunding-vs-angel-investment-vs-vc>

Accelerators, Incubators, and Labs:

- AT&T Aspire Accelerator
<https://about.att.com/csr/aspireaccelerator>
- Black Female Founders' #BFF Lab
www.blackfemalefounders.org/bff-labs
- CTIA Wireless Foundation and Fast Forward Accelerator for Tech Nonprofit Entrepreneurs
www.ffwd.org/accelerator
- Comcast NBCUniversal LIFT Labs
<https://lift.comcast.com>
- Inclusive Innovation Incubator (In3DC)
www.in3dc.com

- Inclusive Innovation Lab
www.in3dc.com/iil
- NewME
www.newme.in
- Opportunity HUB
<https://opportunityhub.co>
- Verizon 5G Labs
www.verizon.com/about/our-company/5g-labs
- 1863 Ventures
<https://1863ventures.net/pipeline>

Step 3: Target Funders Who Support Diversity

Pay attention to funders who invest in and advise people of color, women and LGBTQ entrepreneurs. Read this article for more information: Diversity in Venture Capital: Founders for Change Launches a List of Diverse Investors
<https://about.crunchbase.com/blog/diversity-venture-capital-founders>.

Places to Look:

- Serena Ventures (founded by Serena Williams for women, people of color, and young entrepreneurs)
<https://www.serenaventures.com>
- Backstage Capital (founded by Arlan Hamilton for people of color, women, LGBTQ, and other underrepresented groups)
<https://backstagecapital.com>
- Bumble Fund (founded by Whitney Wolfe Herd for women of color and other underrepresented groups)
<https://thebeehive.bumble.com/bumble-fund>
- 18 Black Owned Venture Capital, Private Equity & Angel Investment Firms
<https://shoppeblack.us/2018/02/venture-capital>
- 15 Top VC Funds for LGBTQ and People of Color
www.startupfunding.co/blog/15-top-vc-funds-for-lgbtq-and-people-of-color
- Uber x Girlboss, a website that provides women entrepreneurs resources on business planning, pitching, marketing, presenting to venture capitalists, funding terminology, Jumpstart Podcast series on pitching, and inspirational profiles of Uber Driver partners who are women entrepreneurs
<https://uber.girlboss.com>
- Thurgood Marshall College Fund x Apple's The Pitch 2019, a four day conference where students participate in a Case Study competition centering on innovation and entrepreneurship (winning students get to attend Apple's WWDC conference and new Apple products)
www.tmcf.org/our-events/event/the-pitch-2019/17057

Step 4: Partner with Corporate Supplier Diversity Programs

Corporate Supplier Diversity Programs

1. Apple, www.apple.com
Supplier Diversity Website: www.apple.com/procurement
2. AT&T, www.att.com
Supplier Diversity Website: www.attsuppliers.com/sd/business.aspx
3. Charter Communications, Inc., www.spectrum.com
Supplier Diversity Website: <https://jobs.spectrum.com/diversity-and-inclusion>
4. Comcast, <https://corporate.comcast.com>
Supplier Diversity Website: <http://corporate.comcast.com/our-values/diversity-inclusion/supplier-diversity>
5. Google, www.google.com
Supplier Diversity Website: www.google.com/diversity/suppliers
6. Microsoft, www.microsoft.com
Supplier Diversity Website: www.microsoft.com/en-us/procurement/diversity-overview.aspx
7. T-Mobile, www.t-mobile.com
Supplier Diversity Website: www.t-mobile.com/our-story/working-together/suppliers/supplier-diversity
8. Verizon Communications, Inc., www.verizon.com
Supplier Diversity Website: www.verizon.com/about/our-company/supplier-diversity
9. AECOM Technology, www.aecom.com
Supplier Diversity Website: www.aecom.com/small-businesssupplier-diversity

10. Dell Technologies, www.dell.com

Supplier Diversity Website: www.dell.com/learn/ee/en/eecorp1/cr-supplier-diversity-stds?s=corp

11. IBM, www.ibm.com

Supplier Diversity Website:
www.ibm.com/ibm/responsibility/2015/supply_chain/supplier_diversity.html

12. Intel Corp., www.intel.com

Supplier Diversity Website: <https://supplier.intel.com/static/supplierdiversity/>

13. Johnson Controls, www.johnsoncontrols.com

Supplier Diversity Website: www.johnsoncontrols.com/suppliers/supplier-diversity

Step 5: Identify Peer Groups and Continuing Education Resources

Use these resources for training, information sharing, and networking.

Peer Groups:

- BEACON for Women Entrepreneurs in Washington, DC
www.thebeacondc.com
- Meetup Groups in Local Area
www.meetup.com/find/tech
- TechConneXt Facebook Group
www.facebook.com/groups/TCXCommunity
- TechFam Facebook Group
www.facebook.com/groups/TechFam/?ref=br_rs
- Techqueria: Latinx in Tech Facebook Group
www.facebook.com/groups/techqueria
- Black Tech Women Facebook Group
www.facebook.com/blacktechwomen
- Women Who Tech Facebook Group
www.facebook.com/groups/womenwhotech
- Lesbians Who Tech & Allies Baltimore Facebook Group
www.facebook.com/groups/leswhotechbaltimore
- Lesbians Who Tech & Allies DC Facebook Group
www.facebook.com/groups/287015501485299
- Lesbians Who Tech & Allies LA Facebook Group
www.facebook.com/groups/LWTLosAngeles
- LGBTQ Tech Facebook Group
www.facebook.com/groups/573794533011112

Digital Skills Training and Courses (includes scholarships):

Scholarships

- Flatiron's The Women Take Tech Initiative
<https://flatironschool.com/scholarships/women-take-tech>
- General Assembly's Make It Happen Scholarship
<https://generalassemb.ly/apply/december-wdi-scholarship-application>
- General Assembly's Scholarship of Partner-Supported Program
<https://generalassemb.ly/how-we-work/social-impact>
- General Assembly's Women in Tech Scholarship
<https://learn.generalassemb.ly/women-in-technology-scholarship>
- OHUB@Flatiron Scholarship
<https://flatironschool.com/the-flatiron-opportunity-scholarship>
- Scholarships at Udacity
www.udacity.com/scholarships
- Udacity and AT&T Aspire to Tech Scholarship
www.udacity.com/scholarships/att
- Women Techmakers Udacity Scholarship
www.coursera.org/specializations/google-it-support

Digital Skills Training and Courses

- AT&T Aspire Nanodegree Program, an e-learning website that offers courses in front-end web development, data analytics, iOS development and programming, and more (partners with Udacity)
www.att.jobs/nanodegree-program-provides-affordable-training-tech-jobs
- Class Central, a website offering 8,000 open online courses including business, computer science, and data science
www.classcentral.com
- Codecademy, an online website that teaches coding
www.tmcf.org/our-events/event/the-pitch-2019/17057

- Comcast Internet Essentials Learning Center, a hub for finding free online tutorials and in-person classes
<https://internetessentials.com/learning>
- Coursera, a website that partners with universities and organizations to offer courses online and certificates (free to join and charges a course fee)
www.coursera.org
- Dash General Assembly, a free online course that teaches the basics of web development through projects you can do in your browser
<https://dash.generalassemb.ly>
- EdX, an open online course provider with university-level courses developed by schools, nonprofit organizations and corporations
www.edx.org
- Facebook Community Boost, a digital education and skills training program for businesses and workers
www.facebook.com/boost/events
- Facebook Business, a free eLearning course series about Facebook marketing, Instagram, Audience Network, Messenger, WhatsApp, and Workplace
www.facebook.com/business/learn/courses?ref=ens_rdr
- Flatiron School, a educational organization that teaches software engineering, computer programming, data science, and UX/UI design
<https://flatironschool.com>
- General Assembly, an education company that offers fee-based on campus and online courses on web development, data, design, business, and more
<https://generalassemb.ly>
- Google Digital Garage
<https://learndigital.withgoogle.com/digitalgarage/courses>
- Google IT Support Professional Certificate
www.coursera.org/specializations/google-it-support
- Grow with Google, a free in-person and online training site that offers technology courses and tools
<https://grow.google>

- Harvard Online Learning, a fee-based online courses on computer science, data science, and programming
<https://online-learning.harvard.edu>
- IT Career Finder, a web portal designed to help IT professionals advance their careers with certification training and job search tools
www.itcareerfinder.com/find-training.html
- Khan Academy, a nonprofit website that offers free computing courses (high school and college-level)
www.khanacademy.org/computing
- LinkedIn Learning (formerly Lynda.com), an online course website that provides career training in business software and tools, career development, marketing, and more (first month is free)
www.linkedin.com/learning/me
- Microsoft Learn, a free training series on Azure, Dynamics, PowerBI, and Microsoft 365
<https://docs.microsoft.com/en-us/learn>
- MIT OpenCourseWare (OCW), a free web-based publication of virtually all MIT course content
<https://ocw.mit.edu/index.htm>
- Opportunity Hub (OHUB), a multi-campus coworking space, tech hub and entrepreneurship incubator intentionally focused on increasing authentic diversity, equity & inclusion in the tech, startup and venture ecosystem
<http://opportunityhub.co>
- The Linux Foundation Training, a free online-learning course website that offers a range of open source topics from Linux to blockchain, networking to cloud, and everything in between
<https://training.linuxfoundation.org/resources/free-courses>
- Today at Apple, a series of free classes on coding and apps, new apple products, art and design, video, and photography that are offered at local Apple stores
www.apple.com/today

- Twitter for Business, a free resource center that provides training on how to use Twitter
<https://business.twitter.com/en/basics.html>
- Udacity, an online learning company that offers over 30 Nanodegree programs and courses in artificial intelligence, autonomous systems, business, cloud computing, data science, programming and development (fee-based)
www.udacity.com

LGBTQ Tech Conferences and Events:

- Lesbians Who Tech and Allies San Francisco Summit
<https://lesbianswhotech.org/sanfrancisco2019>
- Out in Tech Events (various cities)
<https://outintech.com/events>
- Out to Innovate™ Summit for LGBTQ+ People in STEM
www.noglstp.org/outtoinnovate
- TransTech Social Summit
www.transtechsocial.org/summit

People of Color Tech Conferences and Fairs:

- AFROTECH Conference
<https://experience.afrotech.com>
- blackcomputHer Conference (for Black women and girls in STEM)
<https://blackcomputeher.org/blackcomputeher-2019>
- BDPA Annual Technology Conference
www.bdpa.org/events/EventDetails.aspx?id=1140077
- Blacks in Tech Conference
<http://bitcon.tech>
- Black Women Talk Tech
www.blackwomentalktech.com

- DisruptIndy – Midwest Tech Diversity Summit
<http://disruptindy.com>
- HUE Tech Summit (women of color)
<https://huetechsummit.com>
- Latin Tech Conference
<https://latintech.io>
- Latinas in Tech Silicon Valley Summit
www.latinasintech.org/summit
- LULAC Latinx Tech Summit
www.latinxtechsummit.org/home
- National Association of Black Engineers Annual Convention
<http://convention.nsbe.org>
- Project NorthStar Conference
www.northstarphl.com
- REFACTR.TECH
<http://refactr.tech/index.html>
- TechConneXt
www.blackenterprise.com/techconnect
- Tech Inclusion Career Fair
<https://techinclusion.co/career-fair>
- The Black is Tech Conference
<http://blackistechconference.com>

Women in Tech Conferences:

- AnitaB.org's Grace Hopper Celebration
<https://ghc.anitab.org>
- Global Tech Women's Voices Conference
www.globaltechwomen.com/voices-global-conference.html

- Tech Women Rising Conference
<http://techwomenrising.org>
- Women of Silicon Valley Conference
www.womenofsiliconvalley.com
- Women in Tech Festival
<https://siliconvalleyforum.com/women-in-tech-festival>
- Women in Technology Summit
www.witi.com/conferences/2019/summit
- Women in Tech Summit (regional locations)
<https://womenintechsummit.net/>
- Wonder Women Tech Summit (regional locations)
<https://wonderwomentech.com/conferences>

Tech and StartUp Conferences:

- Nonprofit Technology Network's Annual Nonprofit Technology Conference
www.nten.org/ntc
- Startup Grind Global Conference
www.startupgrind.com/conference
- SXSW
<https://sxsw.com>
- TechDay NY
<https://techdayhq.com/new-york>

Tech Weeks:

- Atlanta Black Tech Week
<https://atlantablacktechweek.org/home>
- Blacktech Week (Miami)
<http://blacktechweek.com>

- DC CyberWeek
www.cyberscoop.com/events/dc-cyberweek/2019
- DC StartUp Week
<https://dcstartupweek.org>
- Empire Startups New York FinTech Week
<https://empirestartups.com/events/ny-fintech-week-2019>
- Glendale, CA Tech Week
www.glendaletechweek.com
- OHTec Week
www.techweekneo.com
- Philly Tech Week
<https://2019.phillytechweek.com>
- Techstars Startup Weekend (multiple locations)
www.techstars.com/startup-week

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Council Tree Investors
Covington & Burling
Discovery Communications

Dish Networks
District of Columbia Office of Cable Television, Film, Music & Entertainment
Emmis Communications
Fletcher, Heald & Hildreth, P.L.C.
Foster Garvey, P.C.
Geo Broadcast Solutions
Gray Television
Grotsky Caporrino & Kaufman
InterMedia Partners, L.P.
Nicolaine Lazarre
Lathen Consulting LLC
Meredith Corporation
John Oxendine

Hon. Henry M. Rivera
Roberts Broadcasting Company
Salem Media Group
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Starz
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