

Ascend National Cohort

September 2023- April 2024

A New Approach to Supplier Development

Ascend melds Management skills development for MBE (Minority Business Enterprise) senior leadership teams, ensures access to Money through loans and investments, and grows Market access for MBEs through strategic partnerships with corporations.

Goals

- Grow 75 businesses owned by people of color to have revenues of more than \$5M by 2025
- Grow 25 businesses owned by people of color to have revenues of more than \$10M 2025

Approach

Each of the MBEs engaged in the National Cohort will:



Defined Problem

Join the Cohort with a defined business problem



Team Collaboration

Have a team of a business coach, an MBA student, faculty, and firm consultants



Measured Results

Complete the cohort with a measurable improvement in their identified improvement area

Innovative Solutions to Drive Results

Through more than 50 hours of business coaching and 50 hours of residential and remote engagement with business school faculty, MBEs will take insights that address their identified problem back to work with their coaches to produce measurable business improvements.

Hubs

- Fisher College of Business at The Ohio State University
- Foster School of Business at University of Washington
- Kellogg School of Management at Northwestern University
- Meda & Carlson School of Management at the University of Minnesota
- Morehouse College

Management Coaching & Consulting

- Business Coaches: Will help the business translate business concepts taught by business school faculty into practice to drive measurable improvement.
- MBA Ascend Fellow: Will conduct analysis, complete research, or develop a strategic approach to improving the company's performance.

Financial & Technology Coaching

- Gain a Technology Edge provided by EY
- Strengthen Financial Management Systems provided by RSM
- Leverage the financing power of JP Morgan Chase



Application

ascendcities.com/cohort

Schedule

Opening In-Person Residential Sessions

September 19 - 21, 2023: Fisher College of Business at The Ohio State University in Columbus, OH

September 19 - 21, 2023: Kellogg School of Management at Northwestern University in Evanston, MI

September 26 - 28, 2023: Foster School of Business at the University of Washington in Seattle, WA

September 26 - 28, 2023: Morehouse College in Atlanta, GA

September 28 - 30, 2023: Meda & The Carlson School of Management at the University of Minnesota in Minneapolis, MN

Virtual Dates	Topic (All Virtual Sessions are from 9:00 am - 12:00 pm PST)	Session Lead
October 6	7 Drivers of Growth: Customer	EY
October 20	Financing Middle Markets Firms Growth	JP Morgan Chase
November 3	Technology Transformation	EY
November 17	Financial Systems Transformation I	RSM
December 8	Financing Middle Market Firms	JP Morgan Chase
Dec. 9 - Jan. 5	Winter	Break
January 12	Financial Systems Transformation II	RSM
January 26	Scaling Your Business	Foster School of Business
February 9	Business Strategy	Foster School of Business
February 23	Operational Excellence	Fisher College of Business
March 1	B2B Marketing	Kellogg School of Management
March 15	Influencing Decisions	Carlson School of Management
March 28	Organizational Leadership	Morehouse College

Closing In-Person Residential Sessions

April 2 -4, 2024: Fisher College of Business at The Ohio State University in Columbus, OH

April 2 -4, 2024: Foster School of Business at the University of Washington in Seattle, WA

April 2 -4, 2024: Kellogg School of Management at Northwestern University in Evanston, MI

April 2 -4, 2024: Morehouse College in Atlanta, GA

April 4 - 6, 2024: Meda & The Carlson School of Management at the University of Minnesota in Minneapolis, MN