

# 2024 ASCEND SEATTLE

ASCEND YOUR BUSINESS TO THE NEXT LEVEL!

Ascend Seattle is a ten-session, industry-specific, cohort-based program that accelerates the growth of construction and real estate development firms by addressing key areas of management education, access to capital through loans and investments, and exploring contracting opportunities with anchor institutions and corporations.

By focusing on **Clean Energy & Commercial Construction**, **Workforce & Affordable Housing Development**, and **Real Estate Development**, executive leaders of established minority- or women-owned businesses are supported by a Seattle ecosystem of business experts, lenders, and customers specific to those fields.

## PARTICIPANT KEY BENEFITS

- **Access** to the National Ascend ecosystem and Seattle anchor partners and their contracting opportunities
- **CEO-to-CEO networks** that help entrepreneurs make critical decisions
- **Executive training** in finance, branding, and business strategy
- **Connections to lending partners** and other capital resources
- **Priority selection to UW CBDC** business education, student consulting programs, events, and more!

## PROGRAM DETAILS

- **Dates:** Feb. 16th - June 21st, 2024 *(Every other Friday)*
- **Time:** 8:00 AM - 12:00 PM
- **Location:** UW Seattle Campus
- **Cost:** \$3,000 *(scholarships available)*
- **Priority Application Deadline:** Friday, Feb. 1st, 2024



“When it comes to running a crew and making sure that everybody’s on board with what needs to be done, it’s helpful having programs like this that lets us see what this really looks like. I so appreciate learning new skills to better our work and growing the business.”

Marcus Cola, CEO/Co-Owner  
Apex Electrical Group LLC



APPLY TODAY!

<https://bit.ly/2024Ascend-Seattle>



## LEVERAGING UW RESOURCES TO GROW YOUR FIRM

### PROGRAM CURRICULUM

#### EXECUTIVE MANAGEMENT EDUCATION

Participants will build foundations in:

- Strategic decision making
- Team leadership skills
- Negotiating contracts
- Assessing your firm's financial health
- Developing key marketing strategies

#### MARKET ACCESS OPPORTUNITIES

Participants will connect with key experts in construction and learn:

- New market trends and innovations
- How to best position their firm within the marketplace
- How to build key relationships with industry partners
- How to access upcoming contracting opportunities

#### ACCESS TO CAPITAL

Participants will connect with lending partners and learn:

- How to finance their growth strategies
- How to access capital through loans and investments
- How to understand which financing model best fits their business growth

#### PATHWAY TO CERTIFICATION

Participants will learn:

- What certification is right for their firm
- How to navigate through the certification process

#### ASCEND NATIONAL

Ascend is the national ecosystem that comprises 13 cities with the goal of supporting businesses through its M<sup>3</sup> Model. This Model helps enterprises increase their access to markets through contracting opportunities, management skills through mentoring, and access to money through loans and investments.

**Ascend's North Star:** By 2025, Ascend will create \$5B worth of contract value with businesses owned by –entrepreneurs of color, helping them grow their annual revenue: 500 businesses beyond \$1M, 75 businesses beyond \$5M, and 25 businesses beyond \$10M. Learn more at [www.ascendcities.com](http://www.ascendcities.com)

BECKY THORNTON, Assistant Director  
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The UW Foster School is proud to collaborate with the following partners:

#### PROGRAM PARTNERS

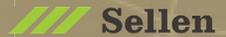
JPMORGAN CHASE & CO.



Seattle City Light



UW Facilities



#### ASCEND SEATTLE PROGRAM DATES

Every other Friday

February 16

March 1, 15, 29

April 12, 26

May 10, 24

June 7, 21

80% attendance required to receive completion certificate

