



**DREAMSTART**

entrepreneurship conference

CONFERENCE REVIEW



# THANK YOU

Thank you for your generous support of the 2013 Dreamstart Entrepreneurship Conference. Your efforts helped launch a new initiative in Tulsa to help develop a more racially diverse startup community. This conference was overwhelmingly successful. From the phenomenal general speakers, to the insightful Dream Team sessions, every moment of this conference was skillfully crafted to help jump start the business ventures of new generation of minority entrepreneurs.

On the following pages, you will find a brief review of the conference and what the attendees experienced throughout the day. Thank you so much again for making their dreams come and true, and for helping me launch my dream as well.

Sincerely,  
Ramond Walker  
*Founder of Dreamstart*





## IS YOUR IDEA WORTH IT? ASHLEY WALKER



Founder and Executive Director of Launch Outreach, Ashley Walker opened the conference with an extensive session teaching the attendees about how to identify a good idea, pursue it, and develop it into a solid foundation for a profitable business. She also addressed the proper way to transition from a full time career to entrepreneurship, the principles of *Blue Ocean* strategies and an overview of basic startup principles.



## BREAK OUT SESSIONS



The conference featured three breakout sessions: *Business Planning*, by Dexter Sullivan, founder of the Man to Man Project, *Team Development*, by John Smith, CEO of Visum Investment Group, and *Minority Funding*, taught by Ellouise Cochrane.



## PANEL DISCUSSION



After lunch, there was an insightful Q/A panel discussion with local entrepreneurs and social entrepreneurs. Conference participants were able to ask the panel questions about their experiences, challenges, and insight about the startup process. The panel included Karl Collins of Xtreme Internet Mobile Marketing, Kim Grayson of M.O.C.H.A Butterflies and Dr. Patricia Breeckner of Natural Health on Greenwood.



# FINDING YOUR FIRST CUSTOMERS RAMOND WALKER

Dreamstart founder, Ramond Walker gave insight on marketing strategies for beginning businesses including how to identify and discover your first clients, website development strategies, social media advertising and discovering your target audience.





## CLOSING SPEAKERS SEAN KOUPLEN & RISHA GRANT



Regent Bank President Sean Kouplen and Risha Grant, owner of Xposure, Inc., presented the last two sessions. Sean educated the attendees on how to raise initial capital for a new business as well as what banks look for in an entrepreneur to approve a loan.



Risha ended the evening giving an behind the scenes look into her own life as an entrepreneur. She summarized her journey into business as well as provided principles for growing your business and principles of networking.



## MAKING CONNECTIONS



During the conference, there were two small group “Dream Team Sessions,” facilitated by experienced Dream Coaches, in which participants were able to fill out a custom “Dream Plan.” This plan provided a detailed road map that assisted the participants develop a foundation for their business model and gave them action steps to accomplish immediately following the conference.

There were also networking opportunities, icebreakers, and interactive lessons throughout the day.



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## WHAT'S NEXT



We were blown away by the tremendous support of the conference this year and are diligently preparing for 2014. We have a variety of things planned for next year that will expand on the mission and vision of Dreamstart.

We would love for you to be a part of the long term vision. To find out how you can support the initiative, please e-mail us at [hello@mydreamstart.com](mailto:hello@mydreamstart.com).

