Minority Startup Service Action Proposal

By: Anthony Luzzi

When developing this proposal, I believed I would look at it from the outside. I didn’t think my feelings would become involved in the project because to me it was originally just a school assignment. After interviewing Jopsy from Consult Your Community, I felt emotionally involved in the project. He described to me businesses struggles that caused people to loose their businesses, saving, homes and even lives. Entrepreneurship is a precious thing because it provides hope to a lot of people who feel stuck in the 9-5 rat race. Entrepreneurship represents the ability to make something where there was once nothing, without needing a legacy or having a previous generation involved in business. Being able to start something new is powerful and entrepreneurs are shaping our future by starting new business ideas today.

Developing this proposal, I was initially interested in entrepreneurship. I originally thought all entrepreneurs had the same struggle. As I did research by interviewing my partner, I realized that there was a divide within entrepreneurship. The data and anecdotes started to show me that specific small businesses struggled more when they were trying to launch as a non-profit or minority owned business. By researching the structure of this struggle more, I decided to focus on these groups because I believe they deserve a fair chance compared to every other startup in the market.

My top 3 strengths are Command, Restorative and Activator. These skills played an important role in my deciding my service action proposal. The command trait is a strong leadership trait that enables me to take control of a situation and make decision. When starting a new initiative, many times people need someone to assign them roles and direction to achieve the goals they want. By using my command skill, I can help point people in the right direction. The restorative skill helps people discover areas that can be improved. This skill helped me recognize where I feel something needs to be changed and allowed me to focus my service action proposal on something that needs the help instead of something that was already successful.

The root cause of slower minority and small business growth development is lack of education and similar members. Minority owned businesses are much less common than any other types of business and this can make it harder for these businesses to survive if they can’t relate with other people on the market. Furthermore, smaller businesses don’t have the capital larger businesses do, so they can’t afford to pay consultants to solve the same problems.

Collaboration and empowerment contribute to the success of businesses. When businessowners can learn from other’s mistakes, it empowers them to make better decisions.

From this process I have learned that it is important to listen and research before making big decisions. By listening to the person I interviewed and doing research by talking to businessowners, I gained a perspective that allowed me to successfully guide my service action proposal.