



**DURHAM  
COUNTY**



# MWBEvolution in Durham

powered by **INTERISE**

## Practical Business Education

Durham County has partnered with Interise, a national not-for-profit with award-winning small business programs, to offer the *MWBEvolution* program. Join a committed group of Durham County based business owners for interactive class sessions; peer mentoring groups; and the opportunity to learn from local experts in the fields of finance, marketing, and procurement. Complete the program with a customized, three-year strategic growth plan – plus, the confidence and ability to turn those plans into action.

## What You'll Learn

- Business development strategies
- Strategic planning
- Finance and financial management
- Marketing/sales
- Human resources
- Accessing capital
- Contracting with the government & major corporations

## NATIONAL BUSINESS RESULTS

**\$399M** / Total Value of Contracts Secured

**68%** Increased Revenue

**78%** of businesses reported being profitable

**97%** of businesses recommend the program

## KEY DATES

This seven-month program will begin in October 2023 and end in April 2024. The 13 sessions will take place every other week from 6:00PM-9:00PM in an in-person location in Durham County.

**Application Deadline:**

## LEARN MORE AND APPLY

This program, valued at over \$15,000, is being provided by Durham County so you can grow and sustain your business. Check basic eligibility requirements, and apply today!

<https://dconc2.jotform.com/232285130726048>

**Questions?**

**Email: [MWBEvolution-ProgramManager@dconc.gov](mailto:MWBEvolution-ProgramManager@dconc.gov)**