



COMMUNITY FIRST

HEALTH PLANS

EMPOWERING PATHWAYS: *Entrepreneur Scholarship Program*

In partnership with:





WE BELIEVE IN

THE STRENGTH & POTENTIAL

OF DREAMERS WITH BIG IDEAS,

HARDWORKING ENTREPRENEURS,

AND LOCAL SMALL BUSINESS OWNERS IN OUR COMMUNITY.

Learn more about Community First Health Plans' **EMPOWERING PATHWAYS: Entrepreneur Scholarship Program**, including how to apply by using this guide.

ABOUT EMPOWERING PATHWAYS: ENTREPRENEUR SCHOLARSHIP PROGRAM

EMPOWERING PATHWAYS: Entrepreneur Scholarship Program

is an applicant-based scholarship program for Community First Health Plans Members who are interested in starting or growing their own small business.

This scholarship program will provide you the tools, knowledge, and support to build the strong foundation necessary to operate successfully within the ever-changing business environment.

EMPOWERING PATHWAYS: Entrepreneur Scholarship Program

will provide entrepreneurs access to:

- » funding for education, training programs, and other opportunities to start or grow a small business
- » no-cost, one-on-one, confidential business advisement from a certified business advisor
- » an extensive professional referral network
- » lifelong business partners

Through the help of our community partners, selected applicants will attend a virtual, two-part educational series as a part of this scholarship program.

Training topics will include:

- » basic start-up knowledge
- » business plan structure
- » strategic planning
- » leadership
- » marketing

Upon training completion, entrepreneurs will receive one-on-one business advising services to help you:

- » develop and refine business plans
- » identify sources of capital
- » analyze financial records
- » conduct specialized research for specific needs
- » create marketing strategies and advertising campaigns
- » ...and more!

WHO CAN APPLY?

To apply, you must be:*

- » a Community First Health Plans Member
- » at least 18 years of age

Applicants must also:

- » have reliable access to a computer and the internet
- » agree to attend all online courses
- » agree to provide information concerning your small business such as the service you are providing, progress, funding approval, opinions, etc.

*Other eligibility requirements may apply.

HOW TO APPLY

If you meet the eligibility requirements and you would like to apply, please complete the **EMPOWERING PATHWAYS: Entrepreneur Scholarship Program** online application at: CommunityFirstHealthPlans.com/Scholarships.

You can also request a paper copy of the application by calling 210-358-6055 or emailing healthyhelp@cfhp.com.

DEADLINE TO APPLY:
OCTOBER 8, 2021

**OPPORTUNITY IS KNOCKING,
AND WE WANT TO BE YOUR PARTNER IN GROWING YOUR
BUSINESS OR BUSINESS IDEA.**

**WE SUPPORT DIVERSE ENTREPRENEURS
AND WANT TO HELP YOU BUILD A
SUCCESSFUL BUSINESS.**



NEXT STEPS

If you are selected as a scholarship recipient, you will be contacted within two weeks after your application is received.

Our scholarship curriculum is divided into a two-part educational and training series presented by University of Texas at San Antonio Small Business Development Center (SBDC).

SERIES I: October 26, 2021

- » **Start Smart:** Introduction to the basics of starting a new business and help with start-up questions.
- » **Lean Canvas:** Method to test your assumptions and outline next steps as you begin business planning.
- » **Business Planning Overview:** Assistance mapping out your

business plan and information about business plan basics, feasibility process, business plan structure, and more.

SERIES II: October 28, 2021

- » **Busting Myths to Small Business Financing:** Discussion to bust misconceptions about small business financing while increasing awareness of available financing options.
- » **Marketing & Sales:** Tips to implement successful sales, marketing, and branding strategies.
- » **Social Media:** Training on how to effectively use social media to grow your business.



COMMUNITY PARTNERS

EMPOWERING PATHWAYS:

Entrepreneur Scholarship Program is made possible by our community partners: University of Texas at San Antonio Small Business Development Center (SBDC) and LiftFund.

ABOUT UTSA SBDC

Small business ownership is vital to our Texas economy. Small businesses create jobs and have a positive economic impact in every community.

UTSA SBDC grants entrepreneurs in Bexar County and its 10 surrounding counties access to professional and confidential business advising, a variety of quality training programs, and an extensive referral network.

ABOUT LiftFund

LiftFund works to close the small business finance gap thousands of small businesses face daily by providing loans and resources to budding and established business owners. LiftFund's clients are diverse, minority owned, women owned, veteran owned, and come from all walks of life.

LiftFund supports hard-working small business owners, providing them access to needed money and resources to grow, paving a path to success.



MORE INFORMATION

Questions? We're here to help. For more information, visit CommunityFirstHealthPlans.com/Scholarships, email healthyhelp@cfhp.com, or call (210) 358-6055.