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FOR IMMEDIATE RELEASE:

March 2, 2021

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POLK INSTITUTE OF SOCIAL ENTREPRENEURSHIP LAUNCHED NATIONALLY CONCURRENT WITH BLACK HISTORY MONTH

LOS ANGELES, CA... When the inaugural class of the Polk Institute of Social Entrepreneurship, <https://academy-polk-ise.org/>, launched just a month ago, 26 entrepreneurs nationally, from Atlanta to Boston, from Chicago to Denver to Los Angeles, had committed to participate in this innovative online tuition-free Master Level Academy, Mentorship/Training Accelerator and Capital Funding 66-week program.

Industries range from apparel to autism to automotive, from bald heads to construction, from recidivism to solar energy to tele-vet.

There are 17 women-led companies, nine with men at the helm.

Ethically-diverse, 11 are Black, six are Brown, seven are White, and two are Asian. Four are Baby Boomers, six are Gen X, 13 Millennials and three Gen Z.

At the Polk Institute, social entrepreneurship companies are endeavors that are purpose-driven and represent the passion of the founder, whatever their ethnicity. These endeavors focus on People, Planet and Profit (Triple Bottom Line) and the belief that behaving ethically and generating profits are not conflicting concepts.

It was founded by Gary Polk, a Black businessman, CEO, business consultant, university professor and author who is passionate about creating successful social entrepreneurs and Mike Manahan, an author, financial strategist, consultant and professor who has served as CFO for three publicly-traded companies and advised more than 100 management teams

Black History Month should be celebrated all year long, not just during February. Ditto with National Hispanic Heritage Month, September 15 to October 15.

In line with that, the founders of the Polk Institute of Social Entrepreneurship, Polk and Manahan, both perceive business ownership as a solution for helping minorities, reducing wage and income gaps, making the world a better place, and helping our economy.

The mission of the Institute is, "Serving social entrepreneurs to help make the world a better place with the goal of exposing social entrepreneurship as a viable career option and method to find financial freedom to our targeted students – members of underrepresented minorities (black and brown people) – who probably did not grow up in households where business ownership was considered a viable career option," states Polk.

"Polk Institute is targeting Black and Brown underrepresented Founders, but we are not exclusive to any groups as we also foster diversity," states Polk. "The overarching goal at Pi is to teach our Cohort members *how to fish* to allow for welfare withdrawal and replace it with a legacy of business ownership!"

That's an important goal, especially at a time when 41% of Black, 32% of Latinx, 28% of Asian and 17% of Caucasian small businesses in the United States have permanently closed since the beginning of the global pandemic (that's 22% of active business ownership).

Professor Manahan adds, "Saying we need more black and brown owned businesses is not enough. We're doing something about it. We're not only offering a tuition free education but were teaming our students up with experts who can help guide these businesses to success."

Applications for cohort class 2, for the 66-week program starting February 1, 2022, will be accepted October 1 to November 12, 2021. Learn more at <https://academy-polk-ise.org/>.