



ARIZONA SMALL BUSINESS

TOOLKIT



www.blackchamberaz.org



Opening Letter

Dear Arizona Entrepreneur,

Welcome to your growth guide.

We created this toolkit to make it easier for entrepreneurs like you to access capital, prepare to pitch, win procurement contracts, and scale confidently. Whether you're just starting out or ready to grow into new markets, this guide offers real tools and clear next steps.

At **The Black Chamber of Arizona**, we believe in building a future where small business success is accessible, equitable, and celebrated. This toolkit is one part of that mission—and your business journey.

Let's grow—together.

The Black Chamber of Arizona
<https://www.blackchamberaz.org>





Thought Leadership Feature

Winning Through Purpose: A Message from Dr. Velma Trayham

President & CEO, The Black Chamber of Arizona



When you lead with purpose, you won't need to chase opportunity—it will chase you.”

After two decades of working with entrepreneurs across industries and borders, I've come to one key realization: **business success is not a solo act—it's a systems act.**

Our greatest opportunity as small business leaders in Arizona lies not only in *what* we build, but in *how* we build together. From boardrooms to barbershops, I've seen that when a business is equipped with purpose, resources, and community—it can do the impossible.

Here are three lessons I'd like every entrepreneur reading this toolkit to hold close:

1. Start Before You Feel Ready

If you're waiting for the “perfect time,” you're already behind. Every thriving business you admire started before someone felt ready. The key is showing up, staying committed, and learning as you go.

Courage is the launchpad to capability.

2. Proximity Changes Everything

Exposure leads to expansion. The people you connect with—mentors, customers, partners—shape your business destiny. That's why we built programs like **Impact AZ 2025**, and it's why this Chamber exists: to surround you with proximity to power.

You can't scale in isolation. You need rooms that challenge you and tables that include you.



3. Your Legacy > Your Logo

Logos fade. Legacies last. What you do in your business should echo beyond profits. Are you creating jobs? Pouring back into your community? Mentoring someone like you 10 years ago?

If you can say yes, you're already successful—regardless of the bottom line.

Final Words

Your future is not defined by what the world says is possible. It's defined by what you're willing to fight for, build with integrity, and walk through with faith.

Let this toolkit be a guide—but never forget: **you are the strategy.**

With gratitude,

Dr. Velma Trayham

President & CEO, The Black Chamber of Arizona

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Executive Summary:

About The Black Chamber of Arizona

Founded to uplift diverse small businesses and build inclusive economic systems, **The Black Chamber of Arizona (BCAZ)** serves as a statewide hub for procurement access, business education, and advocacy.

Our Core Initiatives:

- **Impact AZ 2025:** Arizona's only business accelerator focused on supplier diversity readiness
- **Justice-Impacted Program:** Supporting second-chance entrepreneurs with business tools and mentorship
- **Capital Access & Mentorship Programs:** Powered by Bell Bank, Prestamos CDFI, and others
- **Public Policy & Research Partnerships:** Including with State of Black Arizona and Arizona Informant

We exist to help you not just build a business—but build legacy.

Website: <https://www.blackchamberaz.org>





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1. Local Funding & Grant Resources

The Black Chamber of Arizona

Member perks include visibility, mentorship, introductions to funders, and early access to procurement opportunities.

Impact AZ 2025

BCAZ's accelerator for scaling small businesses seeking contracts with major corporations and public institutions.

Justice-Impacted Entrepreneurs Program

For individuals returning from incarceration or the justice system. Offers coaching, funding support, and skill-building through BCAZ.

Bell Bank

Capital readiness training, small business banking, and funding partnership support via BCAZ.

Arizona Commerce Authority

Offers technical assistance, grant competitions, and innovation funding.

Prestamos CDFI

Microloans, community support, and bilingual business resources.

Local First Arizona

Programs for local exposure, grant opportunities, and rural outreach.



2. Business Pitch Prep Toolkit

Your pitch is how you position your power. Here's how to make it great:

✓ The 4-Step Framework:

1. **Problem & Solution** – What are you solving and why is your solution unique?
2. **Market Validation** – Show demand or traction. Use testimonials, stats, or early revenue.
3. **Business Model** – How do you make money and scale?
4. **The Ask** – Be direct. Do you need funding, contracts, referrals?



Pro Tip: Record yourself delivering your pitch. Edit until it sounds confident, clear, and under 90 seconds.

[Download the Pitch Deck Template – Google Slides](#)





3. Certifications & Procurement Partners

Certifications can unlock public and private contracts. These are worth investing time into.

Key Certifications:

- **SBA 8(a)** – Federal certification for disadvantaged businesses
- **AZ UCP DBE** – For transportation-related procurement
- **City of Phoenix SBE/MBE** – Local public sector projects

Supplier Diversity Partners:

- SRP Supplier Portal
- APS Supplier Program
- Banner Health Supplier Registration

 [Download the Capability Statement Template – Google Docs](#) 





4. Growth Planning Checklist

This checklist helps you prioritize the next 90 days of strategic growth.

Growth Task	Completed ?
Legal structure + EIN	<input type="checkbox"/>
Business bank account set up	<input type="checkbox"/>
Capability Statement or Pitch Deck completed	<input type="checkbox"/>
Applied for 1+ certifications	<input type="checkbox"/>
Registered for BCAZ Membership or Impact AZ	<input type="checkbox"/>
Funding Tracker created	<input type="checkbox"/>
Attended at least 1 Chamber or partner event	<input type="checkbox"/>

 [Use the Grant & Funding Tracker – Google Sheets](#) 

5. Templates & Tools

Here are plug-and-play resources you can copy and customize today:

- Pitch Deck – Google Slides
- Capability Statement – Google Docs
- Grant & Funding Tracker – Google Sheets

 [Full Template Folder – Google Drive](#) 



6. Community & Media Resources

State of Black Arizona

Data, economic reports, and insight briefs to help strengthen your business plans and funding applications.

Arizona Informant

Arizona's only statewide Black-owned newspaper—promote your brand and track legislative updates.

Arizona Hispanic Chamber of Commerce

Supplier diversity events, research reports, and business summits.

Final Word

Arizona's small business ecosystem is growing fast—and you deserve to grow with it.

Whether you're joining the Chamber, applying to Impact AZ 2025, or simply starting with these tools, remember: you're building more than a business. You're building a future.

 [APPLY TO IMPACT AZ 2025](#) 

 [JOIN THE CHAMBER](#) 

 [BOOK A PARTNER DISCOVERY CALL](#) 

We're here when you're ready to scale.
With respect and vision,
The BCAZ Team