



## A PROGRAM OF THE KAUFFMAN FOUNDATION

At the Urban Entrepreneur Partnership Gulf Coast (UEPGC), we believe in the entrepreneurial spirit. We believe it can unleash imagination, create opportunities, reinvent the market, rebuild communities, and transform the world. If you need the expertise to start or grow your business, we're here to help with a unique one-to-one personalized coaching program.

The UEP Gulf Coast is a unique, customized version of the Urban Entrepreneur Partnership (UEP). Headquartered in Kansas City, the program was initially established to encourage and advance entrepreneurship in underserved urban-core neighborhoods. The UEP coaches entrepreneurs, fosters job creation, and promotes opportunities for economic profitability, success and organizational sustainability.

Tailored to assist in revitalizing the Gulf Coast economy in the wake of Hurricanes Katrina and Rita, the UEP Gulf Coast serves clients in 20 parishes through its offices in New Orleans and Baton Rouge. Our unique and comprehensive approach combines intensive business education and one-to-one coaching by UEPGC staff and other experienced entrepreneurs. We also use a sophisticated, real-time data collection process to:

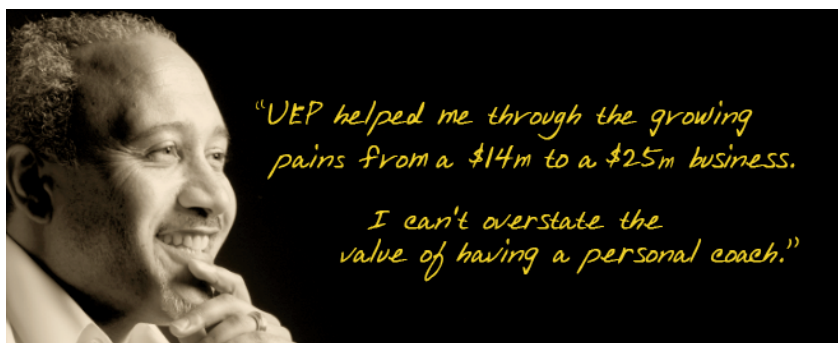
- **assess business strengths and challenges;**
- **monitor business growth, development, and profitability;**
- **track measurable outcomes; and**
- **report trends.**

Participating entrepreneurs receive a personalized development plan (PDP) designed to improve profitability and growth. This innovative educational program incorporates relevant goals and outcomes, including:

- **proving the business concept,**
- **identifying the market,**
- **developing a marketing strategy,**
- **developing a financial system,**
- **accessing financing, and**
- **capitalizing on technology.**

With a generous grant from the Louisiana Office of Community Development, the UEP Gulf Coast is now offering business coaching and education to a select group of new clients. Registration is limited to 20 business owners per quarter—only 80 participants per year—so contact our office immediately.

Operating as a 501(c)(3) nonprofit organization, supported by public, private and nonprofit resources, the UEP is a program of the Ewing Marion Kauffman Foundation.



**24%**  
*Increase in profitability for existing businesses receiving UEP education/coaching*

**44%**  
*Revenue increase reported for UEP clients since 2005*

### Who's Eligible for the Program?

- Established entrepreneurs committed to growth and success who
- Operate as a for-profit business entity or a non-profit organization established under Sections 501(c)(3), 501(e), 501(f), 501(k), 510(n), or 521(a) of the Code;
  - Employ less than 100 FTE;
  - Not established as a religious or political organization; and
  - Located within one of these 20 parishes: Ascension, Assumption, Calcasieu, Cameron, East Baton Rouge, Iberia, Iberville, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, Point Coupee, Rapides St. Bernard, St. Landry, St. Mary, St. Tammany, Terrebonne or Vermillion.

**Registration is limited to 20 participants per quarter. Accepting applications now.**

**Contact us today**  
 in Baton Rouge at **(225) 383-1326**  
 in New Orleans at **(504) 267-9330**

View UEP client testimonials at [www.uepgckauffman.org/successstory.aspx](http://www.uepgckauffman.org/successstory.aspx)

Visit our website at **uepgckauffman.org**