

INAUGURAL EVENT



MINDSET SHIFT SERIES

TEXAS

## MASTERCLASS BUSINESS WORKSHOP

A 4 - IN- 1 WORKSHOP

CONNECT, LEARN, AND GROW



PARTNERSHIP | SPONSORSHIP | ADVERT  
INFORMATION BOOKLET

EVENT PRESENTED BY

TOAP CONSULTING AGENCY, INC

IN COLLABORATION WITH

EXCELLENT SERVICE ACADEMY

A&E FINANCIAL SERVICES, LLC

VENTUREHUE

A CURATION OF SMALL, MINORITY & WOMAN OWNED BUSIENSS



HYATT PLACE HOUSTON/KATY

1401 N WESTGREEN BLVD,  
KATY TX 77449

16 JUNE 2022

10 AM - 4 PM



EVENT WEBPAGE

[HTTPS://WWW.TOAPCA.COM/04-EVENTS](https://www.toapca.com/04-events)

April 25, 2022

TOAP Consulting Agency, Inc.  
6430 Richmond Ave ste 250-06, Houston, TX 77057

Dear Sir/Madam,

Our organization's Mindset Shift Series is hosting its inaugural Masterclass Business Workshop event June 16<sup>th</sup>, 2022. It will take place at the Hyatt Place Houston/Katy, 1401 N. Westgreen Blvd, Katy TX 77449. The workshop aims to provide business best practices information to small, minority, woman-owned business, and entrepreneurs. This event also supports the ventures of small, minority, woman, service-disabled business owners who are collaborating to create the constructive space.

We recognize that to go further, we must go together that is why your support is essential.

I am writing you to consider partnering with us to bring this event to the community of business owners that need that additional support to continue to evolve and elevate their businesses.

In appreciation of your support, we have outlined the incentives in this booklet that highlights our gratitude and show how we plan to share our platform.

We hope we can count on your support through partnership, in-kind support or placing an ad in our workbook. To support this event, you can select your level of support on our Eventbrite page <https://rb.gy/qj3nww> as well as email the requested information on page 13.

Thank you in advance for your support! We hope you have you join us at the Inaugural Masterclass Business Workshop.

Respectfully,



Tinu Akinyinka-Peña, PMP  
President,  
TOAP Consulting Agency, Inc.



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# GENERAL EVENT INFORMATION

## MINDSET SHIFT SERIES OVERVIEW

The Mindset Shift Series a business ecosystem created by the Founder of TOAP Consulting Agency, Inc with the objective of bringing together verified experts in the areas of business consulting, customer service, business finances and digital marketing to provide best practices insight to support small, minority, and women owned businesses.

## MISSION

To provide entrepreneurs, small, minority and women owned business access to information that will help solidify the business foundation and setup to scale.

## FOUNDER'S STORY

Tinu Akinyinka-Pena, MSc. PM, PMP, LEED AP ENV SP, is the Founder and President of TOAP Consulting Agency, Inc. Established in 2020, TOAP Consulting Agency was birth when the opportunity to consult with Urban League Palm Beach County's Entrepreneur Center presented itself. Having work in the engineering industry for over a decade, Tinu's experience in business development and procurement served as the foundation of the best practices she was able to impart to her clients. Having worked with over fifteen clients in different industries over the past year, Tinu saw the gap the was present that the community program did not fill for the business that needed it the most, thus the establishment of the Mindset Shift Series.

The Mindset Shift Series will focus on the curated business workshop that provides entrepreneurs, small, minority and women owned business the best practices needed to launch or revamp their businesses. Additionally, the workshop will create a networking community for the businesses in attendance to either collaborate with each other or retain each other's services.

## WHAT DIFFERENTIATES US

This workshop is designed to do two key thing 1. Share in real life experiences in running a business successfully 2. Providing best practice that will enable businesses to shore up for return on their investments. Most workshop events leave attendees guessing on what to do next, we ensure that they level the workshop knowing how to leverage what they have learned and keep access open to them for questions that the down the line.

## INTENT OF PARTNERSHIP

We recognize that the success of business does not depend on a singular path and that is why as a practice TOAP Consulting Agency believes in collaboration and



partnering with like-minded individuals and organizations. The intent of the alliance is to provide our support continued exposure to existing and new companies that may need their services or product. We believe in mutual beneficial opportunities and that is what we create through our partnerships or sponsorships.

## TARGET MARKET

The target market for the Masterclass Business Workshop revolves around early start small business in particular women and minority owned business as well as entrepreneurs. The table summary below provides a high-level overview of the

| Business Type           | Annual Revenue | Location       |
|-------------------------|----------------|----------------|
| Entrepreneurs           | \$0 >10,000    | Katy & Houston |
| Startups                | \$0 > \$10,000 | Katy & Houston |
| Small Business          | >\$10,000      | Katy & Houston |
| Minority owned Business | >\$10,000      | Katy & Houston |
| Women Owned Business    | >\$10,000      | Katy & Houston |

The 2006 City of Houston Disparity Study highlight the key demographic that this event is looking to serve. The goal is to engage and connect with companies that while formed need that extra assistance in ensuring they are able organized to maximize the opportunities presented as a result of the study which highlight the need to develop programs that will help alleviate the identified disparity.

For more information – The City of Houston Disparity Study,  
[http://www.houstontx.gov/obo/disparity\\_study.html](http://www.houstontx.gov/obo/disparity_study.html)

## TEXAS EVENT SUMMARY

The Texas Edition of the Mindset Shift Series is a planned to be an on-going training and business development program geared towards bring succinct best practices to small, minority and women business owners and entrepreneurs.

This event provides a constructive and professional environment for like-minded business owners to engagement and networking during the program but most importantly to gain knowledge that will help elevate their businesses.

The areas to be cover during the event

Business Management – Planning and Operations

Business Finance – Business Finance and Budgeting

Customer Service – Customer Care and Core Service Provider Skills

Digital Marketing – Marketing Planning and Digital Marketing Strategies

## WHY YOU SHOULD SUPPORT THE EVENT

This event is tailored towards providing poignant information that will allow business owners to understanding key component of running their business. The information covers operations and management best practices that can improve revenue generation; excellent service delivery that ensure repeat clients; general business finance that builds the business owners confidence in managing their financial affairs alongside their accountant and digital marketing that helps better understanding the positioning of the brand for business growth.

Each and everyone of the presenters are small business owners that had experience not just in training but also as small business owners that have gone through the rigorous process of building a sustainable business. Therefore, they bring lived experiences and understand the pitfalls and how to navigate the business environment.

Supporting this event, not only builds a community of successful business owners but also serves to support the businesses of the presenters who are part of the small business community.

## PRESENTERS BIOGRAPHIES

### Tinu Akinyinka-Peña



Tinu is a self-proclaimed modern-day renaissance woman. A mother of two, engineer, business consultant, author, magazine editor, and she enjoys diverse interests that she pursues. A professional with over 18 years of experience in managing million-dollar projects, she brings her experience to the table to support others in their business ventures.

Author of *Engineer and Ten Things - To do to get your business off to a good start*, she enjoys sharing her insights to encourage women to define their successes and what that should look like for them. Tinu recognizes the importance of branding, protecting intellectual property, and women & Black economic empowerment and encourages clients to plan for how they would manage, operate, and address risks in their businesses. She is committed to different causes that allows her to deliver authentic conversations and motivating messages in the physical and online communities.

A graduate of Boston University, she studied project management earning a master's degree, a bachelor's degree in civil engineering with a minor in business administration from Florida Atlantic University and two associate degrees in architecture and computer science from Palm Beach State College and Chaminade University of Honolulu, respectively.

Tinu can be found on social media – Twitter, Instagram & IGTV, Facebook and LinkedIn.

#### Client Testimonial

*"TOAP Consulting Agency, Inc saw value in my skill set and showed me how to turn into a business. I was helped with crafting a vision and making it a reality. They had great knowledge of the resources and was with me every step of the way to launch the business. They advised me of all the resources and opportunities to start and grow my business. I could not have started a business without them!" ~ Chrystal Rambarath, Founder, Signature Scribes, Inc.*



## Uche Akeeb



Uche Akeeb is the founder of Excellent Service Academy, and she is a customer service coach and trainer, skilled in customer service and business development.

Author of "The Impact Of Excellent Customer Service On Business Growth" that was awarded second place for self-published books in business by the independent Author Network in 2018. It was inspired and written from her practical experience

acquired in the industry over the years – which she believes will serve as a guide to help individuals & organizations improve their Quality-of-Service Delivery, thereby having a direct positive impact on Sales & Returns

Uche has 15 years of customer service experience and has organized seminars, workshops, teach entrepreneurs and businesses how to be successful and profitable by offering exceptional customer service, a method which she constantly applies in everything she does and has been able to make over \$1 million dollars in sales annually for Global Custom Commerce as a Live chat solution provider, for 3 years consecutively.

She is the Vice president of customer service for the Global African Business Association. She is also the founder of Uchexclusive clothing line based in Katy, TX. Her main goal is to get businesses to treat their clients in an exceptional way.

She completely understands the effectiveness of excellent customer service towards the growth of a business.

### Client Testimonial

*"... The feedback I got from the participants has a common denominator-they all gained a lot from the lectures and will put all they have learnt into action. Thanks once more for doing this with us..." Mrs. Emilia Aghomo*

## Adeola Ayanwale



Adeola Ayanwale is a tax expert, business consultant, and entrepreneur. She is the founder of A&E Financial Services LLC, a tax firm that helps individuals and small businesses implement tax planning strategies to reduce tax liability and increase cash flow.

Adeola holds an MBA in Finance from the University of Houston and completed her undergraduate at the University of North Texas. She has over 10 years of experience in the small business and individual taxation sector, and over 8 years of experience helping businesses in the private and public sectors as a compliance analyst at Intuit.

In addition to running her own business, Adeola currently works with the Small Business Administration's Office of Disaster Assistance, specializing in economic injury disaster loans. She also enjoys her long-term membership in the Women's Business Enterprise National Council.

Adeola Ayanwale has a passion for providing her clients with expert advice, measurable results, and peace of mind. Above all, she loves using her expertise to empower individuals to successfully grow their small businesses.

### Client Testimonial

*"A&E Financials is a dependable and efficient company. I would recommend their services for your personal and business financial needs" ~Tunde Olaseide*

## Brittni Abiolu



Brittni is an entrepreneur, investor, and advisor with over 16 years of experience helping aspiring entrepreneurs start new businesses, obtain capital, acquire new customers, and get connected to the resources they need to grow and thrive.

The average startup she worked with obtained \$50k to \$250k in loans or lines of credit to start or grow their business. She also spent her time working at management consulting & marketing and advertising agencies such as Accenture, CDK Global, and Campbell Ewald.

Brittni has assisted organizations and their clients with different business functions such as business transformation, strategic business planning, business development, capital sourcing, SEO, digital marketing, and lead generation. specializing in working with companies in the finance, insurance, automotive, coaching, and consulting industries. Currently, she focuses on angel investing and advising tech and digital driven startups created by founders that are often overlooked and underrepresented as well as provide advice on digital marketing, advertising, SEO (i.e., go-to-market strategy) and obtaining capital.

Brittni has a Bachelor of Science in Computer & Information Systems from the University of Detroit Mercy and a Master of Entrepreneurial Transactions from Central Michigan University. She also has received certificates in SEO, social media management, business plan writing, business loan packaging, and credit building as well as a life insurance agent license in Michigan.

### Client Testimonial

*"Brittni is Excellent! She worked on all of my websites and is an integral part of the QT Business Solutions today. She manages my marketing and media and get me LOTS OF LEADS. Definitely the best investment I have made over the years" ~ Tina Williams, COO QT Business Solutions*

## SUMMARY OF SUPPORT LEVELS & INCENTIVES

TOAP Consulting Agency recognizes the importance of collaboration and community support but most importantly the opportunity to provide mutual benefits to those that support its initiatives. Therefore, the following level of support/partnership has been outlined to provide the general overview of incentives from the partnership.

### MASTERCLASS ELITE PARTNERSHIP - \$2,000

Inclusion on event webpage

Inclusion in event workbook

Inclusion on marketing materials

Highlighted on event host social media

Included in video promo on day of event

Day of the event 3-minute speech

Partner's promotional materials included in swag bag

Display partner promo materials on event information table

### MASTERCLASS SELECT PARTNERSHIP - \$1000

Inclusion on event webpage

Inclusion in event workbook

Inclusion on marketing materials

Highlighted on event host social media

Included in video promo on day of event

Partner's promotional materials included in swag bag

### MASTERCLASS CHOICE PARTNERSHIP - \$750

Inclusion on event webpage

Inclusion in event workbook

Included on event flyer

Included in video promo on day of event

Partner's promotional materials included in swag bag



## IN-KIND SUPPORTER

Inclusion on event webpage

Inclusion on marketing materials

Highlighted on event host social media

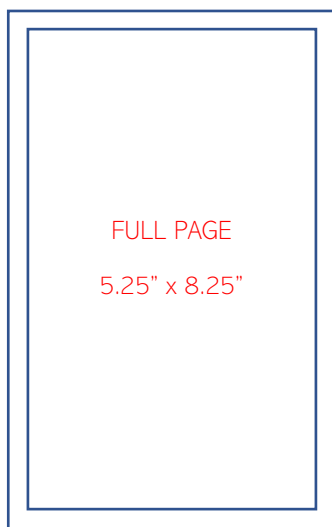
Partner's promotional materials included in swag bag

## WORKBOOK AD - \$100 (5.5X8.5 PAGE only)

Ad placement in event workbook.

Promotional materials included in swag bag

Ad Specifications & Guidelines



To ensure maximum quality and avoid printing problems, please follow these guidelines for creating your ads.

- Design your ad using the size indicated
- High resolution PDF files are preferred, although JPEG, EPS, PNG or TIF files in high resolution are also acceptable.
- Other formats and scannable originals may be used but the quality will not be as high.

Ad size have been scaled down to show placement. Please follow dimensions on page graphic for correct size.

Ads do not bleed.

# SIGN-UP INFORMATION

## Sign-up information

To become a partner, complete the form below and make payment on eventbrite – <https://rb.gy/qi3nnw>

## Contact Information

Inquiries about the partnership package should contact Tinu Pena at 561-317-5951 or email [tinu.pena@toapca.com](mailto:tinu.pena@toapca.com)

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## Partnership/Supporter Sign-up Form

Sign up deadline for inclusion in event booklet June 3<sup>rd</sup>, 2022.

### General Information

Name of Organization: \_\_\_\_\_

Name of Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Level of Support – Select the support level for your organization

- Masterclass Elite Partnership
- Masterclass Select Partnership
- Masterclass Choice Partnership
- In-Kind Supporter (Refreshments, swag bag items etc)
- Workbook Ad

Information to provide to TOAP Consulting Agency: Email the following items and information to [tinu.pena@toapca.com](mailto:tinu.pena@toapca.com).

- Logo – high resolution (jpg or png)
- Website URL: \_\_\_\_\_

If you are providing items for the swag bag, call to arrange to have items picked up at (713) 730-8667 ask for Uche.

Email completed form with requested files t no later than June 3rd, 2022

