

## Video Segment 5: Advancing Black Entrepreneurship

### NOTE-TAKING GUIDE

By the end of the video, be able to explain Josh Kopelman's assertion:

*"We all need to get comfortable recognizing that the way we make decisions is as a result of our past experiences, our life story and our biases."*

Mentors help entrepreneurs by:

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*"We all need to get comfortable recognizing that the way we make decisions is as a result of our past experiences, our life story and our biases."*

—JOSH KOPELMAN

Importance of Naza Beauty and Natanya Montgomery:

Do you believe that your own personal biases influence your decision-making? Why or why not?

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## THE LANGUAGE OF BUSINESS

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**Bias:** An unbalanced weight for or against an idea or a person that often influences your decisions.

**Inequity:** Unfairness, typically because someone is showing favoritism or bias.

**Market Dynamics:** The forces in a given market (where business is conducted) that impact the way a business operates, like changes in product prices and product demand.

**Seed Round:** When 15 or fewer investors “seed” a new company with anywhere from \$50,000 to \$2 million:

**Series A:** When a smaller number of venture capitalists or other investors contribute an average of \$2 to \$10 million to a new company.

**Systemic Racism:** Systemic racism, also known as institutional racism or structural racism, is the idea that society accepts certain practices as normal, even though they may discriminate against people based upon their race or ethnicity.

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[Mentors: Knowing How and When to Listen to Feedback](#)