



CARAVANSERAI PROJECT

SUPPORTING MISSION-DRIVEN ENTREPRENEURS ALONG THEIR JOURNEYS

FOR IMMEDIATE RELEASE

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Palm Springs Entrepreneurs Encouraged to Apply for New BizUp Initiative For Free Training and Enhanced Access to Funding

Four-month program set to start May 1st

Deadline to apply is April 15th

PALM SPRINGS, CA (MARCH 29, 2024) – Palm Springs-based entrepreneurs of early-stage, for-profit small businesses are encouraged to apply for a new, groundbreaking pilot program called BizUp. The program, co-sponsored by Caravanserai Project and the City of Palm Springs, will be free to participants.

The rigorous four-month BizUp program will provide comprehensive business training delivered by coaches and mentors as part of weekly interactions. Participants will gain essential skills and knowledge to initiate, expand, and effectively manage a small business. Upon successful completion, entrepreneurs will receive vital capital assistance provided by the City of Palm Springs of \$5,000 to fuel the growth of their businesses and help them to establish a lasting presence within the community.

Interested entrepreneurs can learn more about BizUp and the eligibility requirements at <https://caravanseraiproject.org/bizup/>. Applications must be submitted online by April 15th.

Up to 10 local small business entrepreneurs will be selected to join the program based on their business ideas, potential for growth and impact on the community, and their diverse lived experiences. The BizUp curriculum is tailored to Palm Springs' unique characteristics and diverse communities. Entrepreneurs who are women, veterans, LGBTQ, African Americans, Spanish-speaking, immigrants, and persons with disabilities are encouraged to apply.

“Both Caravanserai Project and the City of Palm Springs share a commitment to fostering local small business, and supporting the success of entrepreneurs, said Mihai Patru, Executive Director of Caravanserai Project. “BizUp can be especially valuable for entrepreneurs from marginalized, underserved communities who often face barriers getting started.”

“This new pilot program is a step in the right direction when it comes to ensuring Palm Springs is a place for everyone who wants to start a new business,” added Mayor Jeffrey Bernstein.

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About Caravanserai Project

Caravanserai Project helps early-stage entrepreneurs to succeed by providing them with training and mentorship, start-up capital, and a supportive network of peers. Since 2018, the organization has served more than 3,000 small business entrepreneurs, the vast majority of whom are women and individuals from historically marginalized and underserved communities. In 2024, Caravanserai Project launched Caravan SBDC, an SBA Small Business Development Center, with the unique specialty of providing entrepreneur training in Spanish.

Visit www.caravanseraiproject.org to learn more.