



# BLAZE GROUP WORKSHOP OPTION LIST

Blaze Group facilitates highly interactive workshops that keep Black women entrepreneurs on the cutting edge of latest developments in artificial intelligence, commerce, and leadership strategy. Choose a workshop from the list below (or request a custom topic), then let's discuss on **a call!**

[SCHEDULE A CALL!](#)

[VIDEO TESTIMONIALS!](#)

## AI FOR BLACK WOMEN ENTREPRENEURS

Discover the endless possibilities and practical applications of artificial intelligence (AI) as it becomes your ultimate co-pilot in achieving career success, growing your side ventures, and catalyzing tangible business growth.

## FUNDRAISING STRATEGIES

Dives deep into various capital opportunities, fundraising strategies, and best practices to empower participants to optimize their capital plan. Knowledge is applicable to nonprofits, social enterprises, and startups - and we'll be sure to integrate AI uses!

## PRICING STRATEGIES

Attendees will learn strategies that have a powerful impact on revenue, profitability, and market positioning. We will explore the most effective pricing strategies that businesses use to maximize profits and competitive advantage, including AI cost optimization.

## UNDERSTANDING FINANCIAL STATEMENTS

Offers a comprehensive and practical understanding of financial statements and their crucial role in assessing the financial health and performance of an organization. This will empower entrepreneurs to make informed business decisions.

## CORPORATE TO ENTREPRENEURSHIP TRANSITION

Valuable insights and practical guidance for individuals transitioning from a corporate background to entrepreneurship. Attendees will gain a clear understanding of the entrepreneurial landscape, business planning, and profitability.



# Casey Ariel

Global Speaker, Tech Founder, & Consultant

**Casey Ariel Thobias** is a globally awarded thought leader, tech founder, and business consultant with 13+ years of experience closing BIPOC wealth gaps across Sub-Saharan Africa and the United States. Casey works with individuals, groups, and organizations to launch and scale commercially viable solutions that empower women and historically disenfranchised populations. Casey is the Founder of Blaze Group LLC and sits on the Boards of Kiva US and Village Micro Fund.

AS SEEN IN

Bank of America  
Merrill Lynch

amazon

Wharton  
UNIVERSITY OF PENNSYLVANIA

GEORGETOWN  
UNIVERSITY

UNIVERSITY OF  
South Carolina

## SIGNATURE TOPICS

- ✓ Women's Economic Empowerment
- ✓ Embracing Tech-Driven Disruption
- ✓ Sustainability in Entrepreneurship
- ✓ Women's Leadership Development
- ✓ Equitable FinTech Design
- ✓ Financial Sector Innovation in Sub-Saharan Africa

## CORE FORMATS

- Interactive Workshop  
*(in-person or online)*
- Keynote Speaking
- Ask Me Anything (AMA)

✉ [casey@blazegroup.io](mailto:casey@blazegroup.io)

🌐 [blazegroup.io](http://blazegroup.io) | [iamcaseyariel.com](http://iamcaseyariel.com)

📱 100K  
@blazegrouppp

🌐 \$12M  
capital raised for clients

📍 +300  
workshops facilitated

✉ 13K  
email subscribers



BLAZE GROUP LLC

# CLOSING THE GAP

Black women entrepreneurs launch 42% of all net new women-owned businesses created in the U.S. **each day**, yet generate only \$24k in average annual revenue (vs. \$219k for white women-owned businesses and \$143k for women-owned businesses overall). Three-fourths of Black women entrepreneurs have *at least* a college degree, but traditional educational frameworks have proven to be ill-equipped to meaningfully advance Black women.

**We are closing the knowledge gap.**



## ABOUT THE COMPANY

BLAZE GROUP LLC is a research + intelligence firm that is increasing the sustainability of Black women-owned businesses through personalized education.

We offer the Blaze Group® app featuring AI business advisory (on Apple and Android), the annual State of Black Women-Owned Businesses Report®, and educational workshops.

## HEAR OUR MESSAGE



## VIDEO TESTIMONIALS



## WHAT WE OFFER

- **Blaze Group® App**
  - Culturally-competent AI Business Advisory
  - Micro-learning education
  - Community Forums
- **State of Black Women-Owned Businesses Report®**
  - Psychographics, demographics, and contextualized motivations of Black women entrepreneurs
- **Educational Workshops**
  - Master latest trends in AI
  - Cutting-edge strategies for scale
  - Essential leadership skills

## THE NUMBERS

**2020**

Year Blaze Group was founded

**+110,000**

Engaged audience across the globe

**3x Webby**



**176 countries**

global reach of mobile app

**25-44**

Age range of 2/3 of entrepreneurial community